MAY 16, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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the McLendon stations...
how are they doing?

KTSA

SAN ANTONIO / newest Pulse, January 1960, 74-County Area Survey shows KTSA dominates its vast area in 23 out of 24 half-hours. With 5,000 watts on 550 kc, KTSA ranks as one of America's most amazing powerhouses.

KABL

SAN FRANCISCO / like KTSA, utterly dominant in its Metropolitan and Area Pulse . . . first by far in San Francisco *and* the first good music station in radio history to win undisputed first place in a metropolitan market.

WAKY

LOUISVILLE / runaway leader in Hooper, Pulse, Trendex – you choose your survey.

KLIF

DALLAS / same as Louisville: choose your survey. Check your latest Hooper and Pulse surveys to see just how far 50,000 watt KLIF is ahead of any competing station, Metropolitan or 54-County Area.

KEEL

SHREVEPORT / as overwhelmingly dominant in Hooper and Pulse as KLIF; and have you seen the January 1960, 63-County KEEL Area Pulse? First in 22 out of 24 half-hours in its 63 counties . . . and soon to be 50,000 watts on 710 kc!

KILT

HOUSTON / we hate to be boring – but, again, first in Hooper, Pulse, et cetera . . . take your pick. And, first in every half-hour in the January 1960, 57-County Area Pulse.

WYSL

BUFFALO / less than two weeks after McLendon takeover, coming up as beautifully as its good-music sister, KABL.

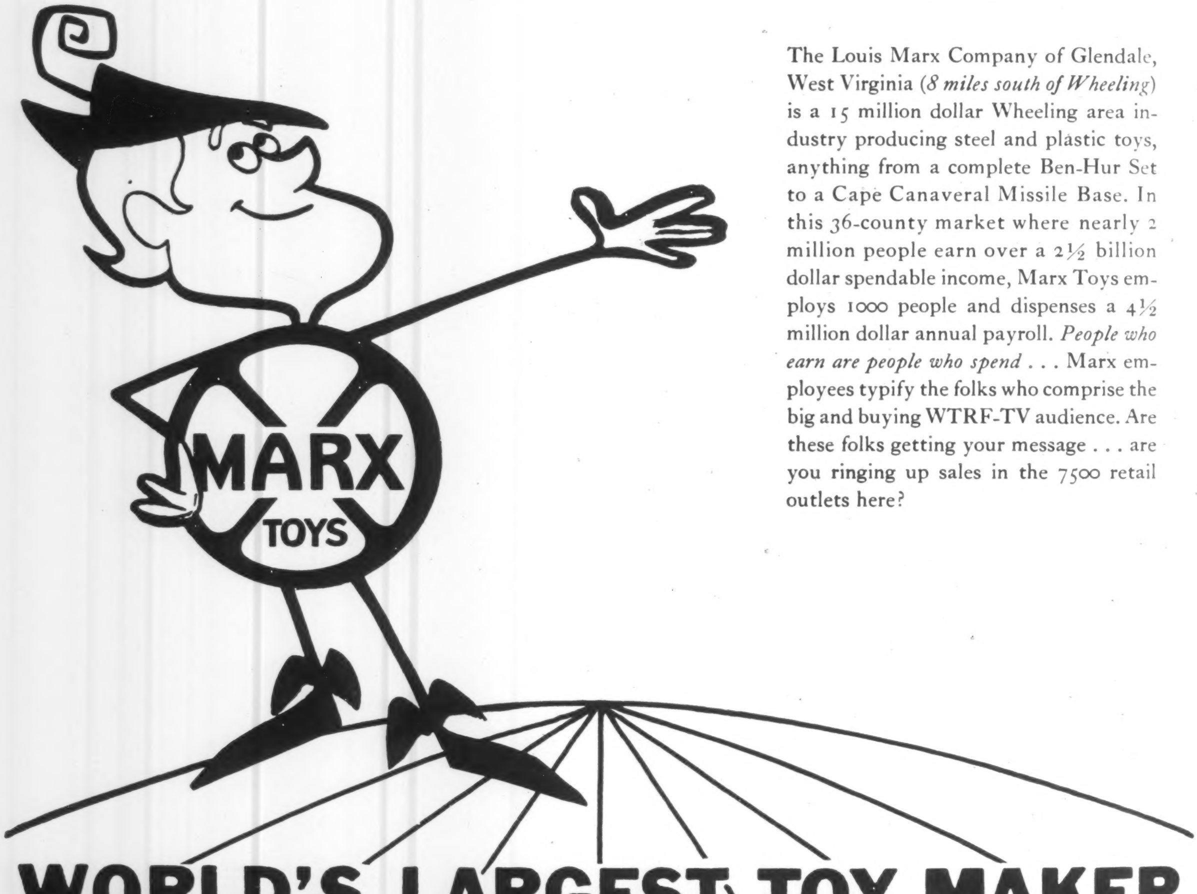
the McLendon stations

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 18
WTRF-TV Image Series
TOYS

The Louis Marx Company of Glendale, West Virginia (*8 miles south of Wheeling*) is a 15 million dollar Wheeling area industry producing steel and plastic toys, anything from a complete Ben-Hur Set to a Cape Canaveral Missile Base. In this 36-county market where nearly 2 million people earn over a 2½ billion dollar spendable income, Marx Toys employs 1000 people and dispenses a 4½ million dollar annual payroll. *People who earn are people who spend* . . . Marx employees typify the folks who comprise the big and buying WTRF-TV audience. Are these folks getting your message . . . are you ringing up sales in the 7500 retail outlets here?



For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts **NBC** network color

WHEELING 7, WEST VIRGINIA

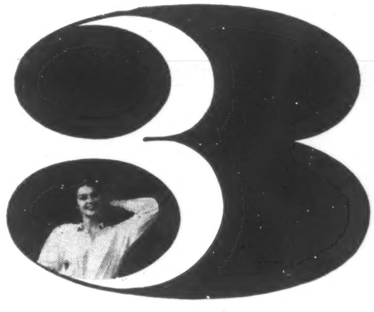
wtrf-tv

CHANNEL 7

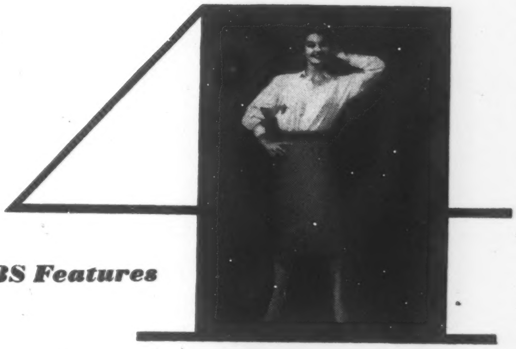
reaching a market that's reaching new importance!

Public Service

News Coverage

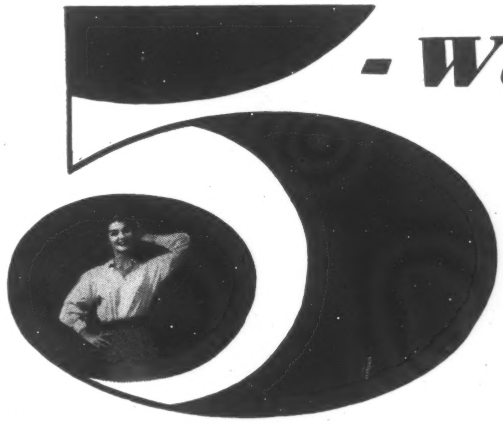


Personalities



CBS Features

Good Music



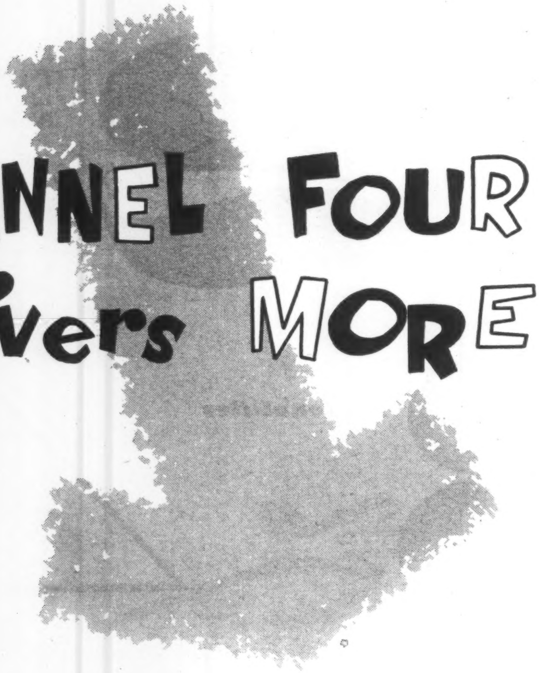
5 - Way Better Buy

"BALANCED" PROGRAMMING . . .
an interesting combination of the five most important ingredients for successful programming has long been the reason for WCBM's ability to attract and hold the *adult* radio audience . . . the folks with money to spend in the huge Baltimore market! National—and local advertisers have successfully capitalized on WCBM's adult-level programming—and so will you . . . when WCBM is on your "must schedule" list in Baltimore!

WCBM

A CBS Radio Affiliate • 10,000 Watts on 680 KC • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*



CHANNEL FOUR delivers MORE!

Your advertising messages will sell MORE in the vast Dallas-Fort Worth market, because KRLD-TV delivers your messages to MORE HOMES, in the South's number one booming market . . . than any other station!

*KRLD-TV, the consistent favorite in a potential market of 676,500 TV Homes, leads Station B by 42,900 more homes . . . leads Station C by 65,000 more homes . . . leads Station D by 215,000 more homes.**

KRLD-TV's "maximum coverage" means a better buy per thousand homes, too!

*ARB — March 1960

KRLD-TV **represented nationally by the Branham Company**

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

New name for FCC ■ Arizona's Republican organization, headed by Sen. Barry Goldwater and Rep. John J. Rhodes, of Mesa, is vigorously supporting Homer Lane, vice president and assistant general manager of KOOL-AM-TV Phoenix, for FCC vacancy in event nomination of Edward K. Mills, New Jersey Republican, is killed because of irreconcilable "conflict of interest" aspect stemming from life-time family trust (see page 9). Mr. Lane, with station for nearly decade, is 35 and has had extensive experience in programming and production. Support is based on desirability of having "practical broadcaster" on FCC. Appointment is for unexpired term of former Chairman John C. Doerfer (until June 30, 1961).

Movie and toll tv ■ It's probable that RKO General won't be able to list specific program details in its forthcoming application for authority to test on-air subscription television. Important ingredient of anticipated programming will be first-run movies, and movie producer-distributor interests aren't willing to commit themselves to toll tv until they have assurance it actually will go into operation. At this point movie owners fear reprisals from theatre operators if they make deal with subscription system that not only isn't on air but isn't even approved.

RKO expects to apply for FCC test approval soon on uhf WHCT-TV Hartford, Conn., RKO purchase of which (for $900,000 including lease pay-out) also awaits FCC action. FCC's Third Report setting up standards for subscription testing doesn't require explicit program information in applications, but RKO had hoped to go into details, if deals with movie interests had been possible.

More to come ■ Wholesale shuffling of NAB administrative staff, with four central points of authority, may be followed by recommendations by McCollough policy committee for more changes when board of directors meets June 15-17. One guess is that revamped headquarters will operate with four vice presidents instead of present two vps (one each for radio and tv).

Progress report of committee to select new NAB president will be submitted to board at its meeting next month but there's little likelihood of action. It's understood two outstanding public figures have been interviewed to date, with number of others still on list. One question is whether selection should be made promptly, as urged by interim three-man policy committee, or whether it should await U.S. election results in November.

Deck clearing ■ Minnesota Mining & Mfg. Co., St. Paul, insisted that Mutual settle all lawsuits against network as pre-requisite to buying MBS. That was primary reason MBS agreed to settle suit by Harry Goodman Productions for sum said to be "in excess of $10,000" for alleged breach of contract by MBS, dating back to 1957 when RKO Teleradio (now RKO General) owned network.

Wheeler quits RCA ■ George Y. Wheeler II, RCA staff vice president in Washington for past five years, has resigned and simultaneously offered his services to Adlai Stevenson, on assumption Mr. Stevenson will become aspirant once again for Democratic presidential nomination. Mr. Wheeler will continue his Washington activities with RCA until his replacement is named, and afterward will become consultant to RCA. His successor presumably will be vice president for legislative matters. Pinckney B. Reed has been vice president of RCA in Washington since last May and provides staff coordination of parent company's business activities.

Mr. Wheeler, who, with his family has substantial stockholdings in RCA joined NBC in Washington as a page in 1937; became assistant to F.M. Russell, then NBC Washington vice president and now consultant, in 1949. Mr. Wheeler is Princeton graduate and in 1955 obtained law degree at George Washington U. He has not disclosed plans beyond RCA consultancy and Stevenson volunteer work.

One man's meat ■ Evidence mounts that FCC's stricter interpretation of program-supplier identification rule is not confined to disc spinners. Marathon Tv Newsreel, N.Y., says stations that used to cut credits from industry-financed films supplied free are now insisting on explicit statement of who underwrote show and giving bankrollers bold titles.

Booster booster ■ Northwest booster operators have received strong support from another FCC member—Commissioner Robert E. Lee. After five-day trip through Montana and Idaho checking unlicensed booster facilities he expressed hope way can be found to authorize vhf boosters but feels they should be kept from spreading to East where they might cause interference. He also expressed hope booster operators will switch to uhf when present equipment requires replacement. Commissioner T.A.M. Craven is other FCC official who has supported legalizing of boosters.

Global tv ■ What is time-table for use of earth satellites for hemispheric or even global tv transmission? Scientists predict 90% technical reliability within five years and 99%-plus in 10 years. They even talk about delivery into homes everywhere in U.S. of signals bounced from passive reflectors and say it can be done on chs. 7-13. Overlooked in these predictions are such matters as conflicting ideologies (free enterprise vs. totalitarian) and in U.S., monopolies that would result from national coverage by single entity.

Emergency network ■ Not many realize that four fm stations remained on air during May 3 Conelrad alert test. Covering mid-Atlantic area, stations continued operating using sub-carrier of their multiplex systems to test capability to serve as backup circuit for relaying civil defense and presidential messages to populace via Conelrad control stations. High quality fm circuits (15 kc) compared above average with voice quality wire lines normally used in this function, it's understood. Stations involved in experiment: WTOP-FM Washington, WBAL-FM Baltimore, WNAV-FM Annapolis, Md., and WDOV-FM Dover, Del.

Ammunition ■ As further evidence of FCC's zeal in assuming programming powers, general counsel's office requested and got full transcript of material on tv programming developed by 1960 White House Conference on Children & Youth (BROADCASTING, April 4). Recommendations and blasts by educators and civic group representatives were turned over to commission before being released to press and public.

Wire cutters ■ Little is being said about it, even in light of saber rattling of Khrushchev over U-2 plane incident, but there are at least four recent Atlantic cable cutting incidents involving Soviet fishing trawlers. In Feb., 1959, controversy was fomented over similar cable incidents, when trawler was boarded by Navy, but Soviets contended fouling of cables was all accidental.

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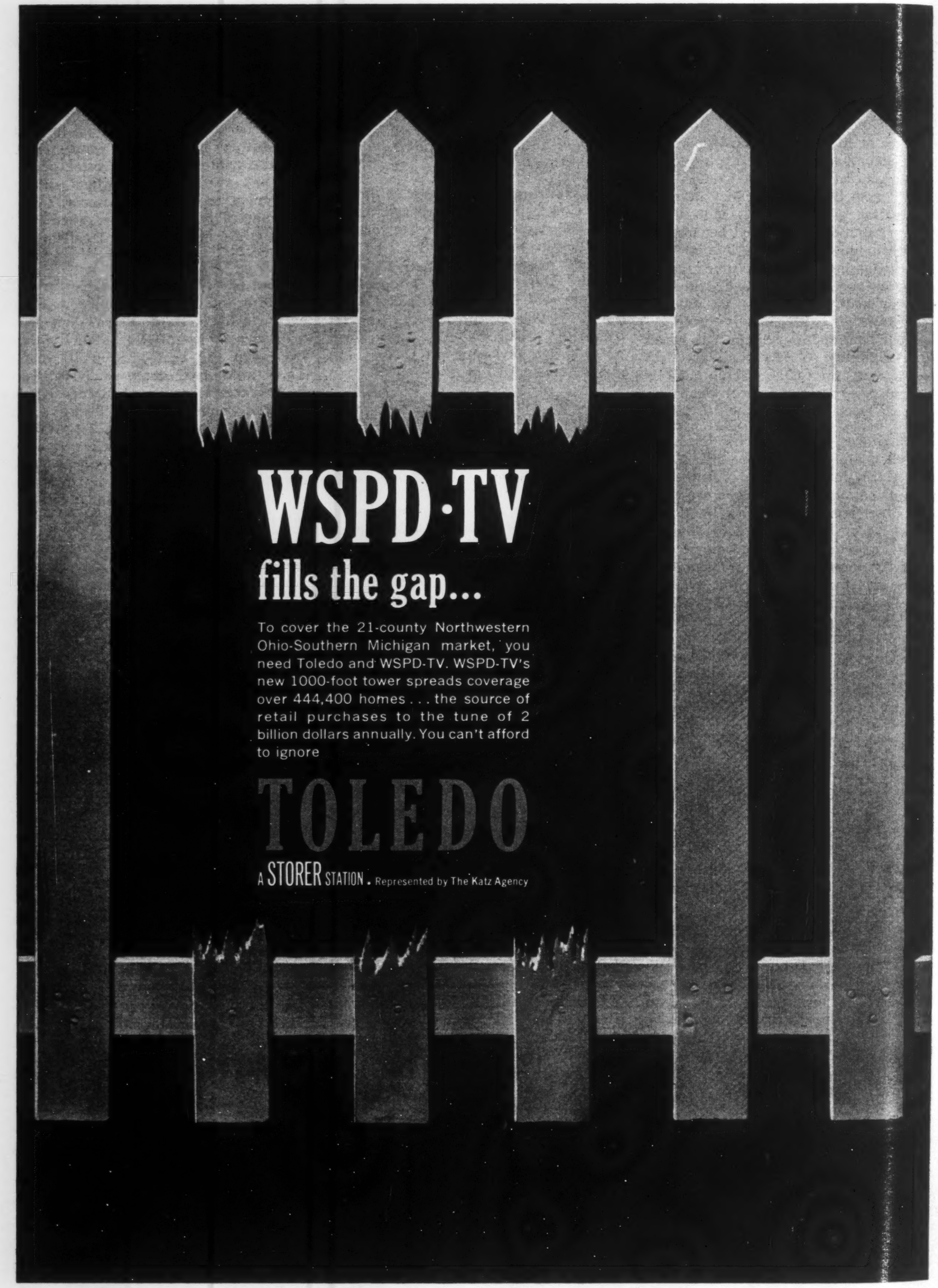

WSPD·TV

fills the gap...

To cover the 21-county Northwestern Ohio-Southern Michigan market, you need Toledo and WSPD-TV. WSPD-TV's new 1000-foot tower spreads coverage over 444,400 homes . . . the source of retail purchases to the tune of 2 billion dollars annually. You can't afford to ignore

TOLEDO

A STORER STATION. Represented by The Katz Agency

WEEK IN BRIEF

MR. GRATHWOHL

'Lathering up' sales by market strategy ▪ How does a small budget advertiser break into the big, highly competitive shaving cream market with a new product? It isn't easy, Noxzema Chemical Co. will admit, but it can be done through wise market strategy and careful, flexible selection of advertising media. How Noxzema crashed the barrier with its new Instant Shave is told in this week's MONDAY MEMO by H.W. Grathwohl, Noxzema's vice president and director of advertising. Page **22.**

Color far ahead ▪ Survey conducted for WLWT (TV) Cincinnati shows color television commercials have the same impact in 1,000 homes that black-and-white commercials from the same program have in 3,589 homes. Page **35.**

The top network advertisers ▪ Procter & Gamble's $3.6 million gross leads the top 15 in February; Anacin is brand leader. Page **40.**

New rate-card forms ▪ AAAA brings rate-card standards up to date with simplified models, urges stations to adopt them. Page **42.**

Toys on tv: an agency's survey ▪ Reach, McClinton talks to retailers on behalf of toy client, finds tv does "outstanding job of selling toys." Page **50.**

NAB revamping starts ▪ Charles H. Tower named tv vice president of industry trade association. Page **58.**

Canon 35 again ▪ Supreme Court Justice Douglas takes firm stand against courtroom broadcasts; draws reply from NAB spokesman. North Dakota Broadcasters Assn. working with state bar in investigating court coverage. Page **66.**

Televiewing homes and adults ▪ The audience continues to grow, Nielsen and Sindlinger quarterly research shows, but there have been some slips in viewing. Page **68.**

New FCC function ▪ Commission to establish Office of Complaints & Compliance with first duty to be expanded investigation of payola at network-owned stations and Westinghouse Broadcasting Co. Page **72.**

Oppose NBC-RKO General deal ▪ Westinghouse and *San Francisco Chronicle* oppose Philadelphia-Boston-San Francisco station transactions; charge unfair dominance by NBC if approved. Rep. Celler also objects. Page **74.**

Catv bill up for vote ▪ Broadcasters and cable operators are hard at work on Capitol Hill working to enlist support for points of view on S-2653. This would place catv under FCC regulation. Page **84.**

Firmer hand on schedule ▪ Tv networks will establish an 80% grip on the shows which go into their schedules next fall, leaving only 22 individual series in the hands of advertisers. Page **92.**

Nothing but the truth ▪ KFAX San Francisco signs on with all-news programming. Page **102.**

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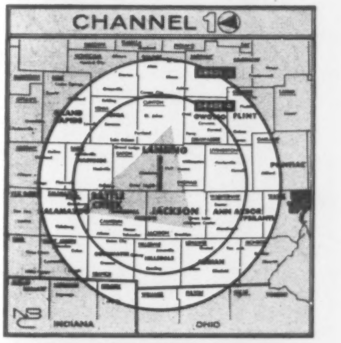
ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales* — 26th in TV Households**. Play for keeps — call Venard Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
LANSING
JACKSON
BATTLE CREEK
CHANNEL 10

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with WILS – Lansing / WPON – Pontiac

food for thought...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

Meredith family Stations

KANSAS CITY	**KCMO**	**KCMO-TV**	**The Katz Agency**
SYRACUSE	**WHEN**	**WHEN-TV**	**The Katz Agency**
PHOENIX	**KPHO**	**KPHO-TV**	**The Katz Agency**
OMAHA	**WOW**	**WOW-TV**	**John Blair & Co. —Blair-TV**
TULSA	**KRMG**		**John Blair & Co.**

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 35

MILLS WITHDRAWS HIS NAME

Stock dispute precludes FCC post

Edward K. Mills Jr., New Jersey Republican, may be only man ever to miss out twice on appointment to FCC after White House clearance. Late Friday it appeared that Justice Dept. had ruled that stock held by trust of which he is beneficiary constituted conflict of interest and that White House would accept his offer to withdraw.

Mr. Mills, 54, attorney and former mayor of Morristown, was nominated to fill unexpired portion of term of John C. Doerfer, who resigned March 15. Because life-time family trust of his father and uncle includes stock in Westinghouse and GE, Senate Commerce Committee last month asked Attorney General to rule in view of "conflict of interest" provisions of Communications Act.

Three years ago, Mr. Mills was cleared for appointment to FCC to succeed former Chairman George C. McConnaughey, but it had been his understanding he would be named chairman. When Mr. Doerfer got that job, he elected to stay as deputy director of General Services Administration. He resigned from GSA last December.

Early last week word had gone out informally that Mr. Mills couldn't qualify, since trustees would not divest portfolio of "offending securities." Mr. Mills had offered income (about $1,300 per year) from these securities to charity as means of divesting himself of interest.

Mr. Mills hand carried letter to White House Thursday afternoon. He said he felt he should withdraw in light of feeling that the conflict of interest aspect was irreconcilable. He said, however, that he personally did not agree.

New question posed by FCC Chairman Fred W. Ford to Asst. Attorney General Robert Kramer, Office of Legal Counsel, surrounded two provisions of Section 4 of Act regarding qualifications of commissioners. Paragraph (b) inveighs against financial interest by any commissioner, while paragraph (j) specifies that "no commissioners shall participate in any hearing or proceeding in which he has a pecuniary interest." These provisions appear in conflict, it is contended.

Paragraph (b) appears to allude to what might be regarded as proprietary or ownership interest, whereas (j) referred to pecuniary interest in which a commissioner could disqualify himself. Moreover it was pointed out that Mr. Mills and his brother have no control whatever over investments made in lifetime trust and that, therefore, "conflict" provision should not apply.

Louisville, Syracuse uhf reaction mixed

ABC-TV Friday (May 13) told FCC that it has no objections to proposals to add uhf channels to Syracuse, N.Y., and Louisville, Ky., "but submits that it would serve no useful purpose and that the commission's energies would be better devoted to seeking a method of providing a third vhf. . . ." for the two cities. ABC noted that ch. 7 has been reallocated to Louisville (making third v) but that it is not final as yet. In both cities there currently are two vhf stations operating.

Educators and scientists hit proposal to add ch. 37 to Syracuse because of plans of Illinois U. to use that frequency (608-614 mc) for radio telescope astronomy. Carnegie Institute of Washington said it is preparing equipment to utilize ch. 37 for observations and study of radio noise from sun. American Astronomical Society, National Academy of Sciences, Yale U. and Illinois U. all said shift of ch. 37 to Syracuse from Clymer, N.Y., for commercial use would be injurious to science of astronomy.

Reliance on radio

Confidence in speed of radio is reported to have prompted U.S. Air Force Recruiting Service last week to call on its agency, MacManus, John & Adams Inc., New York, for emergency campaign to fill increasing shortages of electronic and other technical specialists. Agency prepared 30-second announcements which were sent Friday (May 13) by wire and letter to 100 radio stations for public service airing at stations' convenience.

■ Business briefly

Political progress ■ NBC-TV, it was reported Friday (May 13), expects to sell out its political package within week. Network as of Friday had orders from three advertisers, each picking up one-sixth sponsorship, making total of one-half sold. Advertisers are B. F. Goodrich Co., Akron, Ohio, through BBDO, N.Y.; Thomas J. Lipton Co., Hoboken, N. J., through Sullivan, Stauffer, Colwell & Bayles, N.Y., and Brown & Williamson Tobacco Co., Louisville, through Ted Bates Inc., that city. CBS-TV's package is signed for total sponsorship to Westinghouse Electric. Meanwhile ABC-TV's coverage still is unsold.

Ford-to-Ford ■ Ford Div., Ford Motor Co., renewed NBC-TV's *Ford Show* starring Tennessee Ernie Ford for fifth consecutive season. Series will continue to be colorcast on Thursday 9:30-10 p.m. Agency: J. Walter Thompson Co., N.Y.

Juiced-up ■ Minute Maid Corp., Orlando, Fla. (Snow Crop orange juice), will start a tv spot drive May 23 in seven major markets. Approximately 12 daytime and nighttime minutes per week planned for a six-week period. Agency: Kastor Hilton Chesley Clifford & Atherton, N.Y.

Western Action ■ E.I. duPont de Nemours & Co. purchased alternate-week thirds in *Riverboat* and *Outlaw,* two hour-long series set for next season on NBC-TV. *Riverboat* will continue at same time as this season (Mon. 7:30-8:30 p.m. EDT) and *Outlaw,* a new western show starring Barton MacLane as U.S. Marshal Evett Caine, will be telecast Thursdays, 7:30-8:30 p.m. Agency: BBDO, N.Y.

Dante Duo ■ Singer Sewing Machine (through Young & Rubicam) and Alberto Culver (hair products, through

Press critique

After three postponements in as many weeks, CBS' WBBM-TV Chicago is finally getting off ground with editorial critique of local press. First editorial is scheduled June 12 (1:45-2 p.m.). Titled *WBBM-TV Views the Press,* program will feature Carter Davidson, formerly executive director of Chicago Council on Foreign Relations and ex-newspaperman. He joins WBBM-TV's news and public affairs department today (Monday) as foreign news editor.

AT DEADLINE CONTINUED

Wade Adv.) will back *Dante* on NBC-TV next fall, Mondays, 9:30-10 p.m., NYT. New mystery adventure stars Howard Duff as proprietor of a San Francisco night club.

Taped western series ■ Ford Div. of Ford Motor Co. will sponsor *Wrangler*, a new western series, as a summer replacement for the *Ford Show* starting July 7 on NBC-TV (Thur. 9:30-10 p.m. EDT). The Hollis production will be video taped in black and white only at Paramount Television Productions, where it's reported, more than $500,000 has been invested in tape facilities, specifically for this series. Agency: J. Walter Thompson, N.Y.

In the 'zone' ■ General Foods Corp., White Plains, N.Y., has renewed sponsorship of CBS-TV's *The Twilight Zone* (Fri., 10-10:30 p.m.) starting next fall, and a new sponsor, Colgate-Palmolive Co., N.Y., has signed as alternate week advertiser. The agency for General Foods is Young & Rubicam, N.Y. For Colgate-Palmolive it is McCann-Erickson, N.Y.

Steps lively ■ Revlon Inc., N.Y., has set a month-long tv spot push on more than 60 stations in 30 markets on behalf of Revlon Living Curl Spray Net. Campaign is to get underway the week of May 15. Agency: Warwick & Legler Inc., N.Y.

Space reflector fails

Failure of rocket vehicle was blamed for unsuccessful shoot Friday morning of 100-ft. tall aluminized balloon, designed to act as passive radio mirror for transcontinental and transoceanic radio and tv signals. Officials of National Aeronautics & Space Administration said another attempt will be made later this year.

WEEK'S HEADLINERS

MR. MCCARTHY

MR. FINESHRIBER

John G. McCarthy, director of U.S. Office of Economic Affairs, holding the rank of minister, in Paris, elected president of Television Program Export Assn., which facilitates sales abroad of 11 tv film production-distribution companies. Mr. McCarthy succeeds **Merle S. Jones,** president during association's organizational period. Prior to joining State Dept. in 1957, Mr. McCarthy was for seven years vp of Motion Picture Export Assn. and Motion Picture Assn. of America. He will take over new post on June 15. **William H. Fineshriber Jr.,** consultant to Television Program Export Assn. for the past six months, named executive of television activities for the Motion Picture Assn. of America and Motion Picture Export Assn. He will work closely with TPEA. Previously, Mr. Fineshriber, 25 year veteran in radio-tv, has been vp and general manager of NBC; executive of Mutual; programming executive at CBS and director of international operations for Screen Gems.

MR. MANDELL

Abe Mandell, director of international sales for Independent Television Corp. since January 1959, elected vp of international sales. He has served 10 years in film sales activity in Far East and currently is touring Japanese markets for ITC which distributes in 51 countries. Mr. Mandell started in broadcast field as actor at WLW Cincinnati before World War II. Later, he became general manager of Frieda Films Inc. (distributor for Republic Pictures in Far East), shifted in 1952 to Allied Artists' Monogram International and also operated theatre chain in Manila and Indonesia. He returned to U.S. in 1957 to join national sales division of Ziv Television.

Charles H. Tower, NAB broadcast personnel-economics manager, named tv vp, succeeding **Thad H. Brown Jr.,** who resigns in June. **Vincent T. Wasilewski,** government relations manager, named director of governmental affairs. **Howard H. Bell,** assistant to president for joint affairs, named director of industry affairs. Appointments made by NAB interim Policy Committee, headed by Clair R. McCollough, Steinman Stations. (Story page 58.)

MR. WAGNER

Mort Wagner, whose appointment as general manager of Bartell's WADO New York was announced two weeks ago (BROADCASTING, May 2), last week was named executive vp and general manager of Bartell Radio & Television Group. He will report to Lee Bartell, managing director of group, in new capacity, and will continue in WADO post reporting to Mel Bartell, president of Station. Mr. Wagner will headquarter in Bartell's new executive offices at 444 Madison Ave.

MR. SALANT

Richard S. Salant, CBS Inc. vp, corporate affairs, elected president, Radio & Television Executives Society. Also elected to office: **Robert H. Teter,** PGW, 1st vp; **Ernest Lee Jahncke Jr.,** NBC, vp; **David C. Moore,** Transcontinent Television Corp., vp; **Mary McKenna,** Metropolitan Broadcasting Corp., secretary; **Edward J. DeGray,** formerly ABC Radio, treasurer. Mr. Salant served as government attorney starting in 1938 and after service in World War II joined Rosenman, Goldmark, Colin & Kaye law firm in 1946, made partner in 1948, and joined CBS as vp in 1952. **Frank Pellegrin,** H-R Television, is out-going president of RTES—which is headquartered in New York.

MR. PIVAL

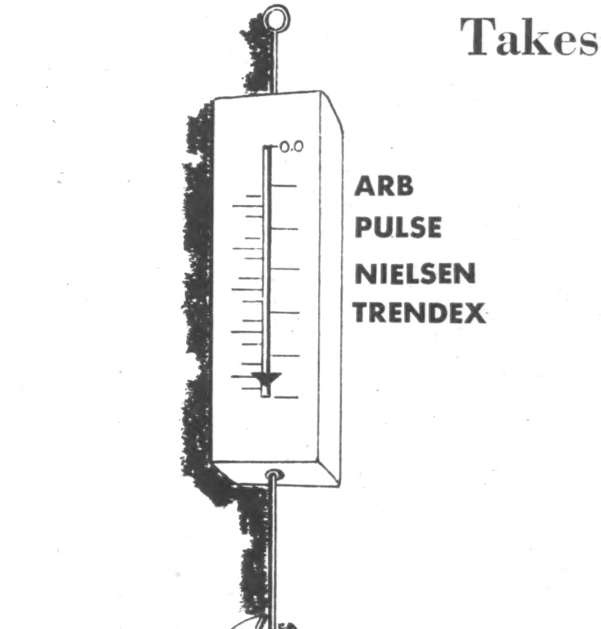
John Pival, vp in charge of tv for WXYZ Inc., which operates ABC owned and operated WXYZ-AM-TV Detroit, elected president of WXYZ Inc. Mr. Pival joined WXYZ in 1946 as writer-producer. When WXYZ-TV went on air in October 1948, Mr. Pival became program director. In 1951 he was named station manager of tv outlet and in 1954 he became vp. Prior to World War II, Mr. Pival was general manager of group of Detroit movie theatres. During this period he is said to have helped launch entertainment careers of Danny Thomas, Joan Leslie, and others.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

On The Gulf Coast

THE BIG ONE

Takes The *Measure*

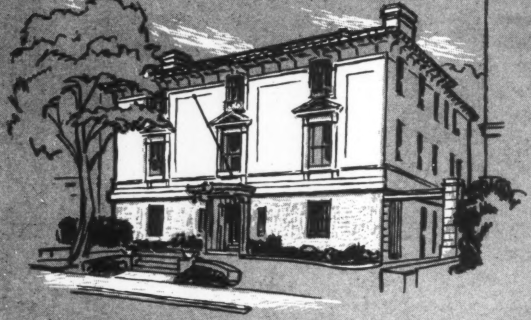

0.0
ARB
PULSE
NIELSEN
TRENDEX

WKRG-TV

CBS

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager



Embassy of the Philippines

His Excellency

General Carlos P. Romulo,

Ambassador to the United States

from the Philippines and

Mrs. Romulo in the Philippine Room

of the Embassy . . . another in the

WTOP-TV series on the

Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

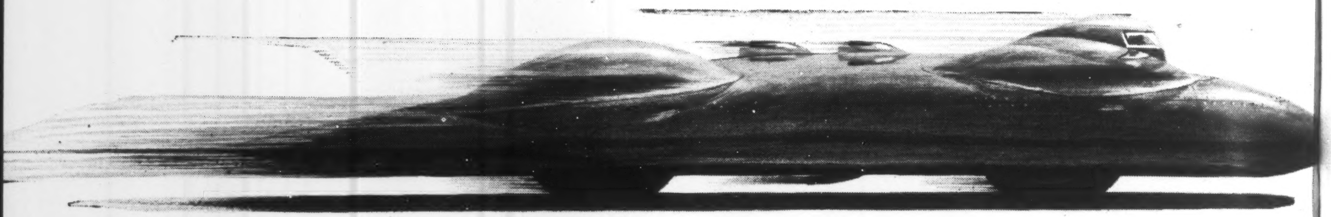
WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

Photograph by Fred Maroon

Photograph by Fred Maroon

THE RAILTON SPECIAL
IS THE
PACESETTER
IN AUTOMOBILES

It hit an incredible speed of 415 miles per hour



wsai

IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A & P stores offers you extra sales promotion . . . guaranteed in-store displays for your client's products. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's PACESETTER radio station

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
THE CONSOLIDATED SUN RAY STATIONS WSAI–*Cincinnati;* WPEN–*Philadelphia;* WALT–*Tampa*

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MAY

May 1-31—**National Radio Month** observance.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 16—Iowa Broadcasters Assn. annual convention. Hotel Fort Des Moines, Des Moines.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 17—Academy of Television Arts & Sciences special meeting on ways and means of improving children's programming on tv. 8 p.m. in Humanities 1200 auditorium at UCLA, Los Angeles.

May 17—Radio & Television Women of Southern California award dinner. Harriet Hilliard Nelson (of "Ozzie and Harriet") will receive 1960 Genii Award. Crystal Ballroom, Beverly Hills Hotel.

***May 17—Radio Club of America.** Charles D. Bryant, chief engineer, and Lloyd Jacquet, Grimson Color Inc., will speak on "The Video Telegauge." Dinner, 6:30 p.m., Victor's Restaurant, 3 East 35th St.; meeting, 8 p.m., Benjamin Franklin Auditorium, 103 East 35th St., N.Y.

***May 18—Chicago Federated Adv. Club** annual awards dinner for radio, tv and other media. CFAC headquarters, 36 S. Wabash Ave., Chicago. Reception at 5, dinner at 6:30 p.m.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18—Subcommittee of the **California State Assembly on Public Utilities and Corporations** holding hearing on pay tv at 10 a.m. in Room 1158, State Bldg. Annex, San Francisco. Chairman Rex M. Cunningham will receive testimony on types of pay-tv systems not under jurisdiction of FCC.

May 18-19—Illinois Broadcasters Assn. meeting. Hotel Orlando, Decatur. Key speakers: FCC Comr. Robert E. Lee and Walter Schwimmer, president of syndicated-package and distributor firm bearing his name.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters. Galen Hall, Reading, Pa.

May **19—Broadcast Executive Club** "break-up party." 5 to 10 p.m., Main ballroom, Hotel Vendome, Boston.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May **20**—Comments due on **FCC** rulemaking to permit daytime-only stations to sign-on at 6 p.m. local time without prior authority.

May **20—Iowa AP Radio-Tv News Assn.** annual meeting. Town House, Omaha, Neb.

May **20—Western Washington AP Broadcasters' Assn.** Washington Athletic Club, Seattle.

May **20-21—Broadcasting News Seminar** co-sponsored by the U. of Washington School of Communications, Washington Assn. of Broadcasters and Radio-Television News Directors Assn. At the university.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign. Banquet speaker will be John Secondari, ABC special projects producer.

May 21—UPI Broadcasters of Illinois. Hotel Inman, Champaign.

May 22-24 — National Educational Television and Radio Center spring meeting of station managers of affiliated etv stations. LaSalle Hotel, Chicago.

May 26-29—Federation of Canadian Advertising and Sales Clubs annual convention. Royal Hotel, Guelph, Ont.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

***May 27—Assn. of Broadcasting Executives of Texas,** second annual "Betty" award banquet. Sheraton Dallas Hotel, Dallas.

JUNE

June 1—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

June 1-2—Assn. of National Advertisers workshop on advertising administration and financial control. Westchester-Biltmore, New York.

June 2—Connecticut Assn. of AP Broadcasters study session meeting. Waverly Inn, Cheshire.

June 2—Oral argument before **FCC** in remand proceeding involving application for new tv stations on ch. 10, Miami, Fla.

***June 2—San Francisco Radio Broadcasters Assn.** market presentation. Sheraton-Palace Concert Room. (Re-scheduled from May 12).

June 2-4—Mutual Adv. Agency Network quarterly meeting, Bismarck Hotel, Chicago. Morton J. Simon, agency legal counsel, will speak on "Problems of Agency Management and Operation."

June 2-4—Western Assn. of Broadcasters (Canada) annual meeting. Banff Springs Hotel, Banff, Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

***June 3—Screen Extras Guild,** annual membership meeting, 8 p.m., Academy Award Theatre, 9038 Melrose Ave., Los Angeles. Contract negotiations, retroactivity, pension and health-welfare plans and the effect of the new Screen Actors Guild contract on extras will be discussed.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

***June 4—UPI Broadcasters of Wisconsin** spring meeting. County Stadium, Milwaukee.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

***June 13-14—Radio Frequency Interference Sym-**

P

Pro·por·tion (prō-pōr′shŭn), *n.* **1.** symmetrical arrangement; symmetry; harmony; balance. **2.** *e.g.* the perfect sound of **radio wmca** where one minute out of every four is in the public service.

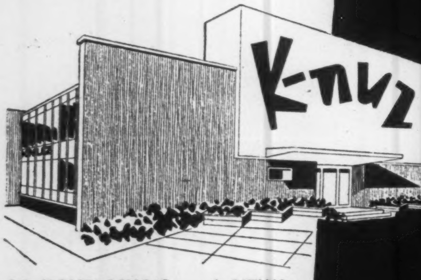
wmca A & M Radio Sales
NEW YORK
wbny Jack Masla & Co., Inc.
BUFFALO
&rpi Radio Press International

K-NUZ . . . *Award Winning*
RADIO IN HOUSTON
first in Outstanding Public Service
in Award Winning News Coverage

A. P. AWARD
1959
U. P. I. AWARD
1958-1959
NATIONAL SAFETY COUNCIL
1959
ALFRED P. SLOAN
AWARD
1959

NO. 1*
BUY
LOWEST COST PER
THOUSAND IN
HOUSTON

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

National Reps.:
THE KATZ AGENCY,
INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

posium. Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to **FCC** commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 16-18—Florida Assn. of Broadcasters annual meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, **Mass.**

June 20—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on **Broadcast and Television Receivers,** Graemere Hotel, that city, running concurrently with **International Home Furnishings Market.** Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workship on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—Second National Conference on Electronics Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn. fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker

Who Put The "Missile" In Miscellaneous?

Encyclopaedia Britannica Films did, with such exciting subject titles as "Earth Satellites", "A Trip To The Moon" and "Jet Propulsion". This is television tailor-made for the inquisitive young mind, as well as for parents who like to keep up with their children's interests. This is "edutainment."

Through the constantly expanding EBF library of more than 700 film subjects, Trans-Lux Television Corporation gives the creative program director the opportunity to do much more than simply enhance station prestige. The vital and volatile issues of the day are of interest to all people, and topics of current interest demand current attention.

The many-faceted EBF library keeps ahead of *all* the headlines to provide provocative and effective programming for all of today's television needs. The complete story, with 101 program ideas, is available on request from Trans-Lux.

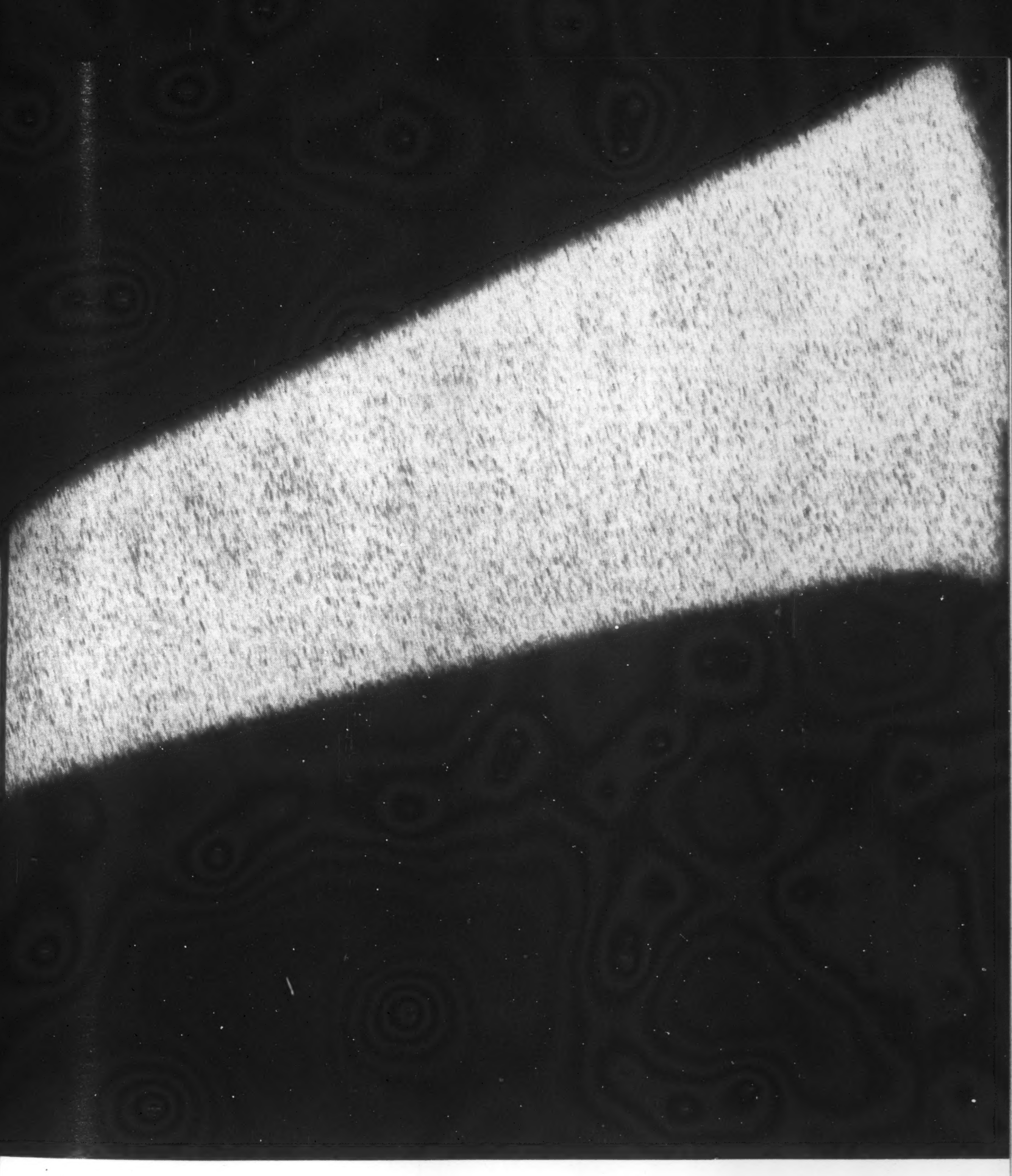
TRANS-LUX TELEVISION CORP.

625 Madison Ave. · New York 22,
New York · PLaza 1-3110-1-2-3-4 · For
information contact RICHARD CARLTON,
Vice President In Charge Of Sales

1 TRANS-LUX TELEVISION 1

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT **KDKA-TV PITTSBURGH**

Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give products their endorsement! Kids' shows, women's shows, news shows—all rated FIRST in their time periods by NIELSEN. And that's not all! □ Any year, any time... largest share of audience* of



all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. ☐ Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. ☐ Most first-rated news shows of all Pittsburgh TV stations!* ☐ That's why, in Pittsburgh, no spot TV campaign is complete without the WBC station, KDKA 2 TV PITTSBURGH

*Pgh. area N.S.I., Feb., 1960

WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.

SEAL OF GOOD PRACTICE
TELEVISION CODE

How Come **CHANNEL 10** Stays Perennially On Top in the **Rich Rochester N. Y.** Area?

COULD BE BECAUSE:—

we have the **POWER**

Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!

we have the **SHOWS**

We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.

we have the **KNOW-HOW**

Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.

we have the **FACILITIES**

Now that we have the very latest in Videotape, our facilities, both in equipment and personnel, leave nothing to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.

we have the **WILL**

Perhaps our BEST quality is our ceaseless will to *please!* We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!

Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

CHANNEL 10

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

***Sept. 28—Assn. of National Advertisers** workshop on advertising management. Ambassador Hotel, Chicago.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

***Oct. 11-14—Audio Engineering Society** 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.** King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

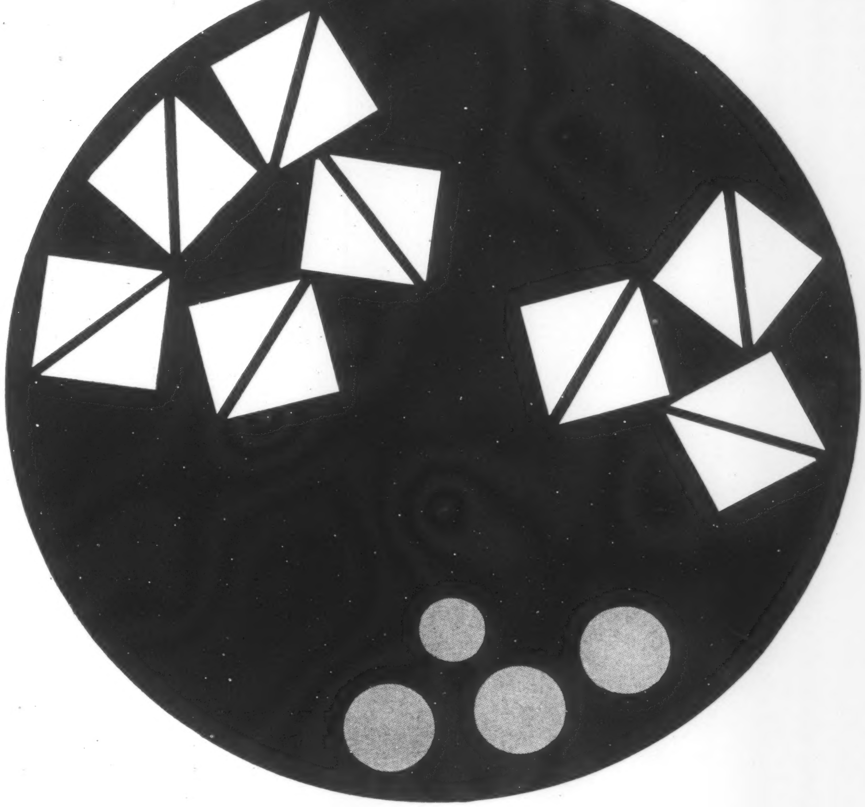
Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications



REPRESENTATIVE LUNCH

An H-R salesman, swamped with inquiries, can't find time to go out to lunch (an occupational hazard for reps of WMAL-TV and affiliate WSVA-TV). He accepts an invitation from his secretary, Laura, and her girl friend, Ingrid, to share their sandwiches, with the condition that he pay them eighty cents. The girls decide to let him eat anyway.

Laura had five sandwiches, Ingrid three (Ingrid's dieting). Each of the three eats an equal amount. After they're finished our H-R man discovers that payment is a problem. There is disagreement about equitable division of the money.

How would you divide the eighty cents? Mail us the correct answer* and win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y.

**Assume all sandwiches to be of equal value. Ignore considerations like original cost and what this has to do with the Washington market.*

wmal-tv

Channel 7, Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MONDAY MEMO

from **H. W. GRATHWOHL,** *vice president and director of advertising, Noxzema Chemical Co., Baltimore*

'Lathering up' sales by market strategy

I used to work for a man who had a saying: "If a product won't sell without advertising, it won't sell with it."

Maybe our experience with Noxzema Instant Lather is proof of that. A good product is still the first requisite to success—but even that will grow faster when the advertising dollars are spent with care and courage.

Noxzema Instant Lather was introduced in the latter part of 1953, early enough to look patronizingly at such newcomers as Colgate Barber Shave, Old Spice and others, who promptly beat the daylights out of us in sales.

The first four years the product was on the market were spent largely in getting distribution.

I joined Noxzema in October 1956 and right away became aware of a strange situation regarding our Instant Shave. I'd be introduced to someone and he'd say, in effect, "Noxzema? Great company! You know, I've been using your Shave Cream for six months—best thing I've ever tried!"

At that point we were rolling along in a fair way, spending at an average ratio of advertising to sales and putting all of our budget in network tv—nothing less than the *Perry Como Show*, reaching 12 to 14 million homes a half-dozen or so times a year. Our original impetus, due to filling pipelines and getting average distribution, had slowed down. Unfortunately, distribution wasn't up to par in lots of the U.S., and total expenditure was a drop in the bucket compared to our competition.

Status Study ■ We had a series of meetings with our agency people and tried to figure out what was happening, not an easy task when you figured out our share of market was less than 2%.

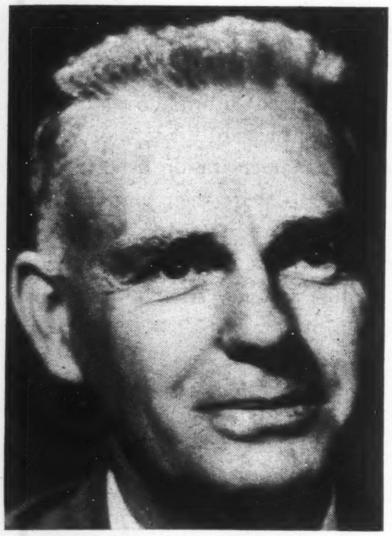
We found out just what you might expect we'd find. The only common denominator was that our users all were men and they shaved regularly. Several months after we started, and several thousands of research dollars later, we came to the conclusion that we had an excellent product and once a man tried it, the chances were that he would stay with it forever.

So we went back to our sales and distribution figures and took a fresh look at our advertising strategy. The average factory sales per thousand population for Noxzema were $7.70 at that time—ranging from $2.12 in one territory to $23.52 in another. Yet we'd been treating all alike, by using a national tv show—putting the same proportionate share of our budget in the $2.12 territory as in the $23.52 territory. From now on, we knew it would take increased consumer demand to crack the hard-to-sell accounts.

Our first major decision was to abandon the idea of being a national advertiser. We figured that we'd stand a lot better chance of getting fast increases in the $23.52 territories than we had in the $2.12 territories. So we laid out a bold plan. We'd concentrate on a few selected areas and spend right up with the leaders, 'way ahead of sales if need be—while we'd put a small holding campaign elsewhere.

Big Splurge ■ We looked over the expenditures of our competitors and came to the conclusion that, if we wanted to be heard, we should spend at a national rate of $1.5 million. To spend at a $1.5 million rate—and still have something else left over for the national scene—we could cover only New York City, Boston, and nine of the surrounding cities in mid-New England.

We decided to use media we could dominate—so we deliberately dropped tv, which most of our competitors were using, and concentrated on radio and newspapers—good old standby combination. For the balance of the country, we made a modest magazine buy.



Since World War II, H. W. Grathwohl, (b. Feb. 11, 1908) has piled up strong product advertising record: 1946-48, Duane Jones Co. account supervisor, Grove Labs.; 1949-53, Colgate-Palmolive Co. brand advertising manager, Super Suds, Lustre Cream, Palmolive Soap and Veto; 1954-55, Cunningham & Walsh account executive, first Liggett & Myers, then Colgate; 1956, Noxzema. Hobby: running antique shop with wife.

Our new advertising approach broke in April 1957. We scheduled advertising in three flights—the first of 16 weeks, then a hiatus, then 15 weeks, another hiatus, then nine weeks—40 weeks out of 52. We used three newspapers in New York; two in Boston, and one each in nine other New England cities. Our radio broke about the same time: heavy schedules on three major New York stations; five major New England stations, plus the 25 stations of the Yankee Network.

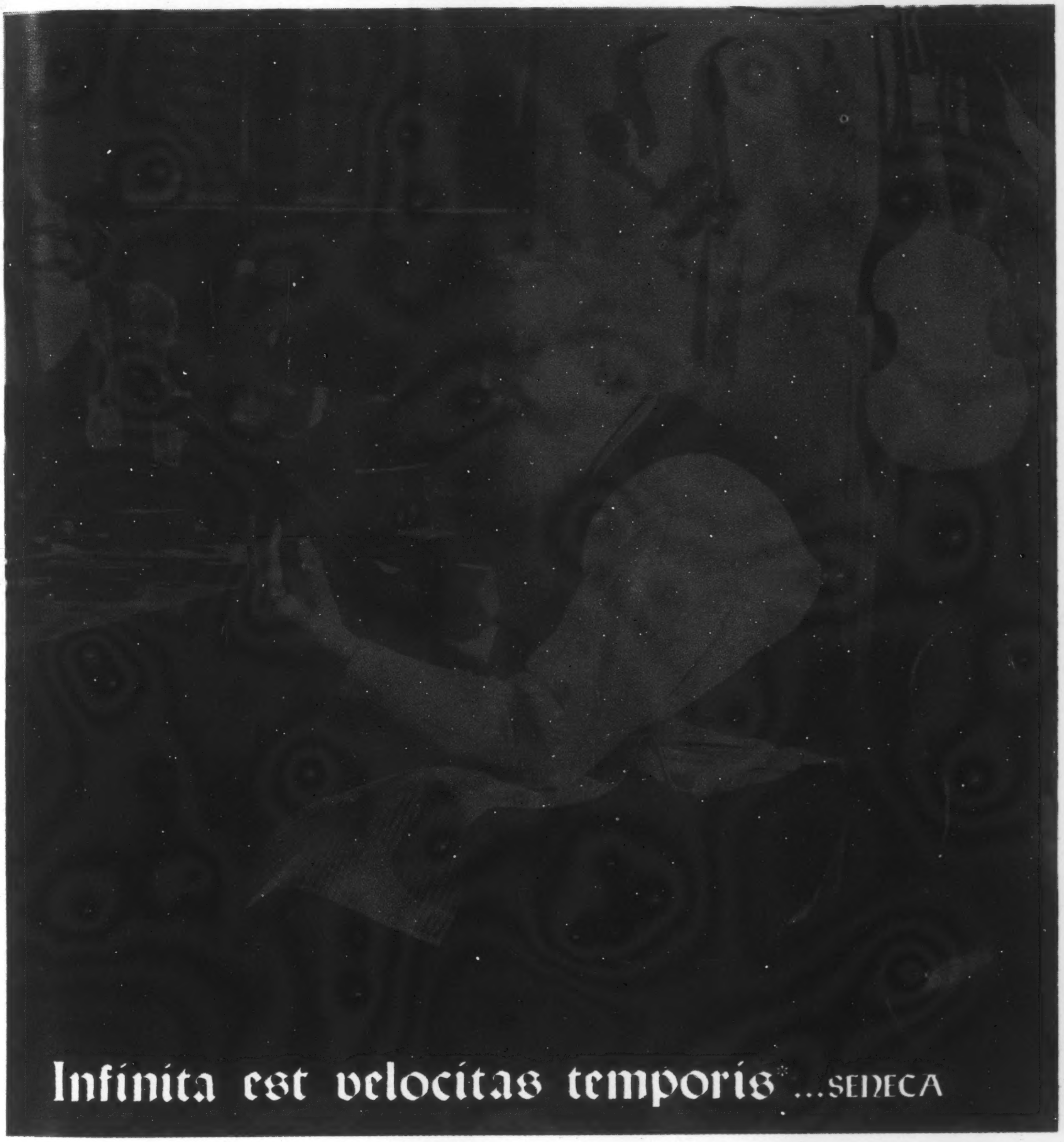
At the end of the first year, April 1958, we reviewed our progress and decided to change the signals a little for the second year. Our new pencil test copy theme came through consumer testing as a surprisingly good device and we found that if we wanted to take advantage of it, we had to turn to tv. So the second year, starting in August, we switched our newspaper and radio money into spot tv in New York and Boston. Our extra sales gave us a little more money and we expanded our magazine schedule. In October we opened Philadelphia on the same basis. In April 1959 we added Cleveland, Baltimore and Washington. We still used the saturation-then-hiatus policy.

Sales Climbed ■ In the U.S., except New York and New England, we went up from an index of 100 to 132% in sales and 131 in share of market. In New York and New England combined, our index went to 184 in sales and 176 in share, with New York reacting a little faster than New England.

So the second year ended and we went into the third—with another change in signals brought about by our major tv buy of the weekly half-hour tv show *Love and Marriage*, expanding our exposure to 90 cities. We boosted our food store distribution from 19% in mid-Atlantic to 43%; from 1% in West Central to 8%; from 7 to 10% in East Central and, surprisingly enough, from 23% to 28% in New England. We cracked metropolitan Chicago, from 0 to 10%, and held even elsewhere.

I'm not going into 1960, but have reverted to our pattern of concentration and are now in spot tv in 25 markets, where our advertising is on a par—dollar wise—with the leaders.

What happened to our Lather and Brushless Shaves, while we put all emphasis on Instant Lather? They increased, too, against the market trend!


Infinita est velocitas temporis* ...SENECA

In the Maryland Market, nearly 700,000 television homes mark TIME in the swift clocks of commerce and industry. Here thrives one of the world's largest steel mills, one of the nation's leading chemical centers, a center of clothing manufacture, a center of the graphic arts, a multiplicity of mercantile activities that naturally ensue in the nation's second largest seaport—handling over 22,424,464 long tons annually, the production of aircraft and missiles, the fabrication of automotive components and many other activities vital to the economic welfare of our nation. These people are the producers of goods and services, the measure of whose effectiveness is accomplishment in TIME.

For these same 700,000 television homes, WBAL-TV charts TIME's deliberate and constant speed carefully each day with an elaborate and varied program schedule designed to meet all their needs for relaxation, for entertainment, for information.

"Infinitely swift is the velocity of TIME . . ." the philosopher says. At WBAL Television 11 in Baltimore, YOU keep pace in the Maryland Market.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*INFINITELY SWIFT IS THE VELOCITY OF TIME . . . *Seneca*

NETWORK PROGRAMMING

AIR POWER · CODE THREE · SAN FRANCISCO BEAT · NAVY L
SHOTGUN SLADE · TRACKDOWN · THIS MAN DAWSON · 26 M
THE CALIFORNIANS · THE HONEYMOONERS · MR. ADAMS AND E
MEET McGRAW · DEADLINE · BOLD VENTURE · COLONEL FLA
SILENT SERVICE · FLIGHT · PANIC · POLICEWOMAN DEC
IT'S A GREAT LIFE · INTERPOL CALLING · YOU ARE THE
HIRAM HOLLIDAY · MIKE HAMMER · BOLD JOURNE

WPIX

the prestige independent

WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! There are more opportunities to sell in a "network atmosphere" on WPIX-11 during *prime evening hours* than on *any* other station. And Nielsen has *proved* that WPIX audience incomes, home ownerships, jobs, etc. are *the same* as on the leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You *will* find important looking programs, only the best advertisers and a proved quality audience... *on* a station that has a healthy respect for the rate card. ***Where are your 60-second commercials tonight?***

NAVY L
26 ME
S AND E
EL FLA
N DEC
E THE
OURN

ING ETWORK AUDIENCES

C. Nielsen recently studied his entire New York sample, both Audi-
eter and Recordimeter-Audilog homes, and found "no significant
fference" between the kind of people who watch WPIX 11—New York's
ading Independent station—and New York's leading **Network** station.
e Nielsen "WPIX AUDIENCE PROFILE" study provides a direct com-
rison of audiences for the prime qualitative categories of: FAMILY
COME • HOME OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF
MILY • AGE OF HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD
om.7:00-11:00 PM, seven nights a week. Qualitatively they are equal.
Nielsen states: **"NONE OF THE COMPARISONS YIELDED A SIG-
IFICANT DIFFERENCE!"**

NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co
General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Col
gate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lamber
Pharmaceutical Co., Inc. • United Air Lines, Inc. • General Mills, Inc
National Biscuit Co. • U. S. Rubber Co. • Brown & Williamson Tobacc
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Borden's • Trans-World Airlines, Inc. • Vick Chemical Co. • P. Lorillar
Co. • Best Foods • U. S. Tobacco Co. • Texaco Canada Limite
Kellogg Company • Miles Laboratories, Inc. • The American Tobacc
Co. • Cannon Mills, Inc. • International Shoe Co. • Firestone • Gul
Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many more

AMERICAN
BACTERIA DESTROYER
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TOOTH PASTE
KING SIZE
Winston
FILTER · CIGARETTES
FINER FILTER FOR FINER FLAVOR
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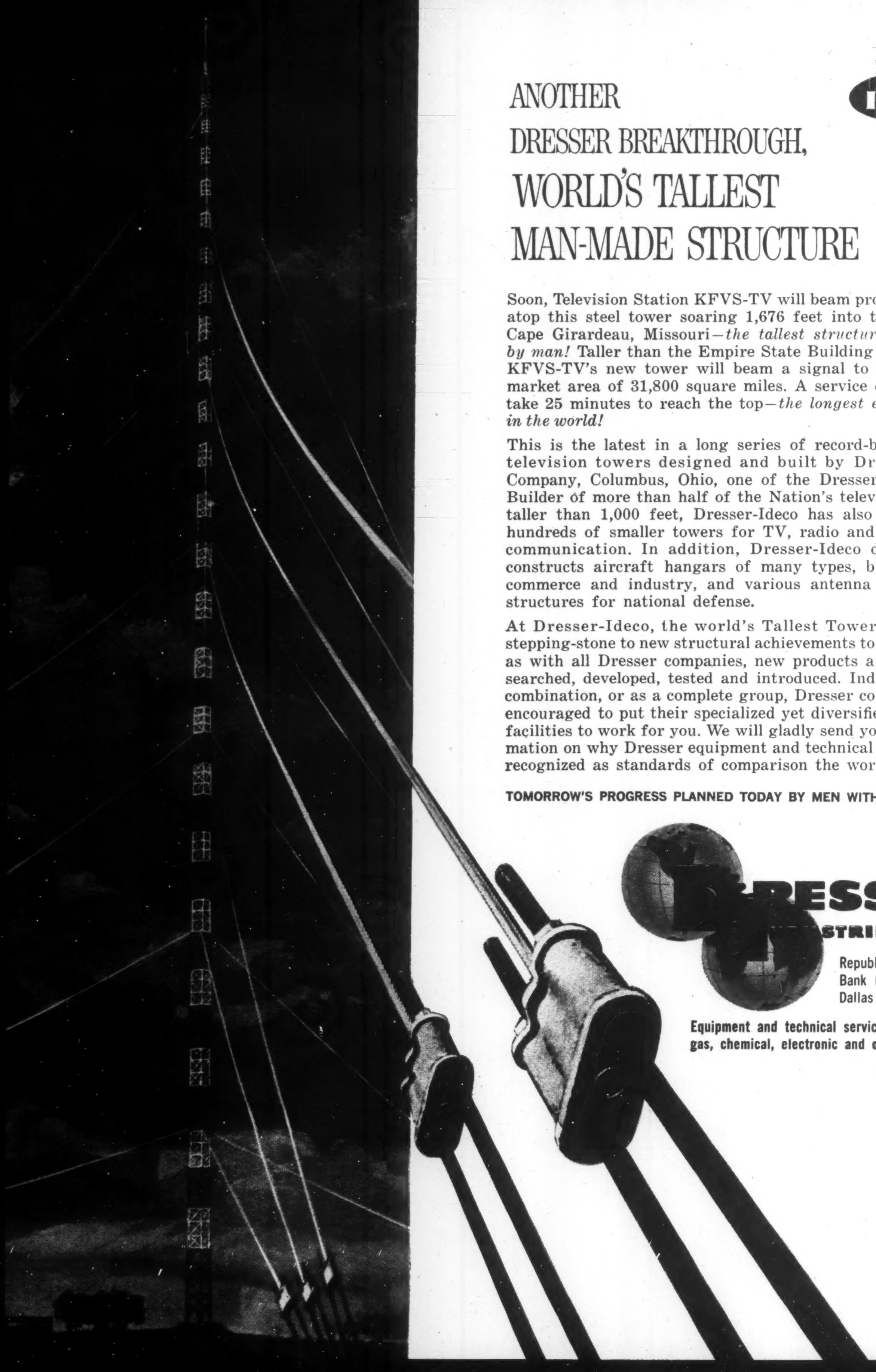
11
12
10
WPIX

WPIX
new york

The ONLY New York independent
qualified to display the
SEAL OF GOOD PRACTICE.



DRESSER
IDECO

ANOTHER
DRESSER BREAKTHROUGH,
WORLD'S TALLEST MAN-MADE STRUCTURE

Soon, Television Station KFVS-TV will beam programs from atop this steel tower soaring 1,676 feet into the sky near Cape Girardeau, Missouri—*the tallest structure ever built by man!* Taller than the Empire State Building by 204 feet, KFVS-TV's new tower will beam a signal to an enlarged market area of 31,800 square miles. A service elevator will take 25 minutes to reach the top—*the longest elevator ride in the world!*

This is the latest in a long series of record-breaking tall television towers designed and built by Dresser-Ideco Company, Columbus, Ohio, one of the Dresser Industries. Builder of more than half of the Nation's television towers taller than 1,000 feet, Dresser-Ideco has also constructed hundreds of smaller towers for TV, radio and micro-wave communication. In addition, Dresser-Ideco designs and constructs aircraft hangars of many types, buildings for commerce and industry, and various antenna towers and structures for national defense.

At Dresser-Ideco, the world's Tallest Tower is another stepping-stone to new structural achievements to come. Here, as with all Dresser companies, new products are being researched, developed, tested and introduced. Individually, in combination, or as a complete group, Dresser companies are encouraged to put their specialized yet diversified skills and facilities to work for you. We will gladly send you full information on why Dresser equipment and technical services are recognized as standards of comparison the world over.

TOMORROW'S PROGRESS PLANNED TODAY BY MEN WITH IMAGINATION

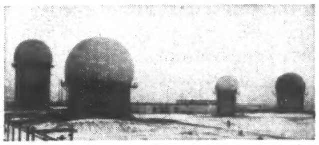
DRESSER
STRIES, INC.

Republic National
Bank Building
Dallas 21, Texas

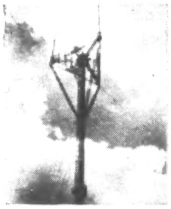
Equipment and technical services for the oil, gas, chemical, electronic and other industries

From 100
to 2000 feet...
Dresser-Ideco builds any
type of antenna tower

No matter what the antenna support problem, Dresser-Ideco can design and build a tower to do the job. Below are some of the many hundreds of Dresser-Ideco towers serving the nation's communications industries and military electronics facilities.

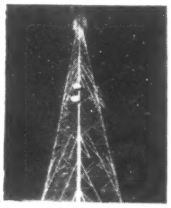


Surveillance radar towers on the DEW line. Designed for hurricane force winds and heavy ice and snow loads. These are some of more than 1000 radar towers built by Dresser-Ideco for the nation's aircraft warning system.



Multiple antenna tower. This big 729' tower in Baltimore supports three television antennas on a 105' wide platform at the top.

Antenna test range tower for height finding radar.



Microwave antenna tower typical of those used in systems built for the Ohio Turnpike and the Illinois Toll Road.

Dresser-Ideco offers a *complete* tower service. To benefit from Dresser-Ideco's design experience and proved ability to deliver quality structures at minimum cost, write or phone Dresser-Ideco Company, 875 Michigan Avenue, Columbus 15, Ohio. Branch: 8909 So. Vermont Avenue, Los Angeles 44, California.

DRESSER-IDECO COMPANY

DRESSER IDECO®

OPEN MIKE

Shulton's 'Race for Space'

EDITOR: Your story on May 9 (page 30) on the Shulton *Race for Space* mentioned only one station by call letters, which prompts me to clarify an impression of the article.

KPRC-TV pre-empted the *Steve Allen Show* for *Race for Space* simply because we felt this program was in the public interest. We did not feel it would be consistent to pre-empt another fine public service show, *World Wide '60*, simply because it was sustaining.

I would like to clarify the impression of the article. We made no deal for the show for re-run privileges. We simply sold the time to Shulton at straight card rate and provided the program with strong promotion support, as we do all important programs on the schedule.

I feel your story missed the important point of this one-time clearance by many stations.

I believe it substantiates the testimony I gave on behalf of the NBC Affiliates during the Barrow hearings before the FCC—(as well as that of other affiliate witnesses)—that stations will and do pre-empt network programs in option time when they feel that there is something else available which is more in the public interest.

We made this point in supporting the option time arrangements between networks and stations as being a convenient and workable frame, but not a strait jacket which prevented the stations from exercising their own independent program judgment.—*Jack Harris, Vice President and General Manager, KPRC-AM-TV Houston, Tex.*

Gardner: high flying agency

EDITOR: I read with interest your roundup report on the use of private aircraft by networks, stations and agencies in your issue of April 25 (pages 52-75).

For the record books, Gardner Advertising Co. has operated its own aircraft with full-time pilot since 1952. And our current twin-engine Cessna 310-D logs over 100,000 air miles per year.

More importantly, we're proud to be flying a Cessna—leader in the light plane industry, and our client since 1942.—*Charles E. Claggett, Gardner Adv., St. Louis.*

Bellanca firm impressed

EDITOR: We have reviewed with a great deal of interest your special report concerning use of business airplanes.

Since we are the manufacturers of the Bellanca "260", one of the finest

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BROADCASTING

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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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GET THAT EXTRA

CITMKO
LTTKLB

PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

and oldest names in the personal airplane field, we are vitally concerned with the wide acceptance your industry is giving our method of communication and transportation . . . I would like to present a copy of your magazine to each of our distributors in the United States as a means of informing them of the activities and promotional progress made by the members of the television and radio industry . . . May I order 20 copies . . . *—O. J. Miller, Vice President-Sales, Downer Aircraft Industries Inc., Alexandria, Minn.*

The Cheskin media study

EDITOR: With reference to your piece on the Cheskin study of media (May 2, pages 38-39) I would like to make some observations.

This study was not commissioned by the [newspapers'] Bureau of Advertising. Furthermore neither the bureau nor I even knew about it until I had left the bureau to set up my own communications research company. I mention these points because you seemed to imply that the research was media sponsored (and thus liable to suspect) . . . *—Howard D. Hadley, Director, Hadley Research Assoc., New York.*

[The study, by Louis Cheskin Assoc., Chicago, showed that television advertising had declined sharply in public favor. In its report on the study, BROADCASTING quoted Mr. Cheskin as denying that his study had been financed by newspapers. No other reference to the possibility of media underwriting was made. — THE EDITORS.]

Open letter to Oren

EDITOR: If I were to write an open letter to Rep. Oren Harris, (D-Ark.), chairman of the House Legislative Oversight Subcommittee, I would include the following paragraphs which might be made a part of the explanatory announcement required at the end of every disc jockey program:

"Our thanks to the many record companies and distributors for furnishing music in the preceding program. Oren Harris knows that you assume this radio station makes a million dollars each day. Therefore we can well afford to purchase every record we play. This in addition to license fees paid to BMI, ASCAP and SESAC . . . Somehow Mr. Harris seems to have

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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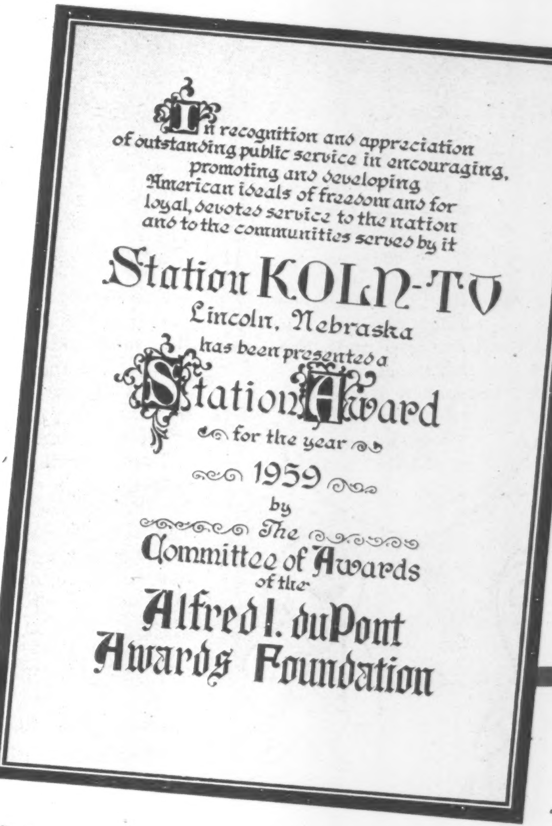
JOHN E. FETZER
President

A. JAMES EBEL
Vice President
& General Manager

We salute our staff for making this award possible



In recognition and appreciation
of outstanding public service in encouraging,
promoting and developing
American ideals of freedom and for
loyal, devoted service to the nation
and to the communities served by it

Station KOLN-TV
Lincoln, Nebraska
has been presented a
Station Award
for the year
1959
by
The
Committee of Awards
of the
Alfred I. duPont
Awards Foundation

BOB JOHNSON
Program Director

DUANE HOLMAN
Sales Manager

BILL HEMKE
Production Manager

MARIE STEWART
Public Service

D. RAY TAYLOR
Chief Engineer

LES BLAUVELT
Farm Director

"BY" KRASNE
News Director

BOB REGLER
Art Director

KEN JOHNSON
Promotion Director

Dottie Barnes, Sales • **Ron Beideck**, Engineering • **Alan Brill**, Production • **Jerry Brownfield**, Production • **Donna Bryan**, Administrative **Betty Buck**, Film • **Ruth Cade**, Traffic • **Mel Carr**, Accounting • **John Churchill**, Production • **Jim Clark**, Film • **Harold Cook**, Engineering **Ramona Deitemeyer**, Continuity • **Jerry DePrenger**, Production • **Bruce Doyle**, Administrative • **Jim Dunlap**, News • **Lillian Eberspaher**, Maintenance • **Shari Erway**, Production • **Dick Eyer**, Production • **Art Feagins**, Engineering • **Dale Grenseman**, Engineering • **John Hanlon**, News • **Ted Hartshorn**, Maintenance • **George Hielen**, Engineering • **Bud Hitz**, Engineering • **Harold Hoffman**, Engineering • **Cecil Hornbaker**, Engineering • **Marc Howard**, Sales • **Harry Huge**, News • **Marie Hulbert**, Women's Director • **Ron Hull**, Production • **Bettyjane Jensen**, Traffic • **Paul Jensen**, Sales • **Dwight Kapke**, Engineering • **Joe Kinney**, News • **Jake Korinek**, Engineering • **Bob Larson**, Engineering **Fred Lautzenheiser**, Engineering • **Tom Lawrie**, Sales • **Joyce Lyon**, Administrative • **Wes Maser**, Sales • **Eli Modenstein**, Film Director • **Jo Orfan**, Promotion • **Willard Peterson**, Engineering • **Emily Pierce**, Production • **Sharon Ann Prochazka**, Production • **Mona Retzlaff**, Art • **Lee Rockwell**, Production • **Jan Roth**, Accounting • **Jane Rust**, Traffic • **Bernie Sasek**, Engineering • **Harvey Schultz**, Engineering • **Pro Sherman**, Production • **Nancy Shirley**, Continuity • **Mark Silberstein**, Film • **Robert Starkel**, Engineering • **JoAnn Stenholm**, Administrative • **Bob Taylor**, News • **Roger Thomas**, News • **Don Tuder**, Sales • **Bud Wallick**, Administrative • **Jody Wallick**, Administrative • **Rick Weaver**, Sports Director **Wayne West**, Production • **Donna Wiggins**, Continuity Director • **Orval Wissink**, Production • **Don Wright**, News • **Walter Yetter**, Production

The Fetzer Stations

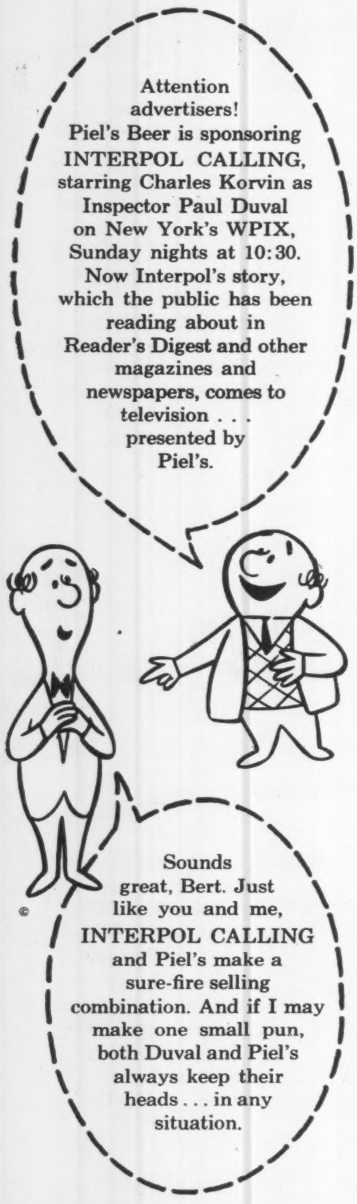
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives


Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.
Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.
©

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC
INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. • N. Y. 22 • PLaza 5-2100
ITC OF CANADA, LTD.
100 University Ave. • Toronto 1, Ont. • EMpire 2-1166
© 1960 PIEL BROS., BROOKLYN, N. Y.

made an oversight here.

"This is an election year. We hope every citizen will make a conscientious effort to discern the differences between statesmen and politicians before time to vote."—*Bert Gallemore, Chief Engineer, KMAP, and Transmitter Engineer, KLYD-TV, both Bakersfield, Calif.*

No payola involved

EDITOR: On page 60 of the May 2 issue of BROADCASTING my name is listed among others as receiving money from the Jamie Record Co. The amount listed is $30 and the date June 15, 1959. This is correct. However, the implication that this payment was some sort of "payola" is completely false.

I am a freelance radio program consultant and as part of my service publish the *Bill Gavin Record Reports*. The $30 to which your article refers was in payment for a three-months subscription to the *Reports*. Similar subscriptions are in effect with most of the other record companies and with a number of record distributors as well. Many radio stations and disc jockeys use my service. . . .—*Bill Gavin, San Francisco.*

[All information in the list to which Mr. Gavin refers was released by the House Legislative Oversight Subcommittee.—THE EDITORS.]

Quick Response

EDITOR: Thanks so much for the very complimentary piece (OUR RESPECTS TO, May 2, page 109) . . . I received a number of calls from people who had seen it before I did.—*A. Louis Read, Executive Vice President and General Manager, WDSU-AM-TV New Orleans.*

Filling the news gap

EDITOR: . . . Your book is the basic source of information for me, especially at this time when I live in an isolated tower in Hollywood.—*Peter G. Levathes, President, Twentieth Century-Fox Television Inc., Beverly Hills, Calif.*

PLAYBACK

QUOTES WORTH REPEATING

'Radio—going like '60'

The tremendous growth of new radio stations throughout the country during the past decade, as well as the high rate of sales of receivers, show how well the leaders of modern radio have guided the aural medium into new channels of service and popularity, Bill McKibben, assistant to the vice president of the Balaban Stations, said in a talk May 9 before the Advertising and Selling Club of Peoria, Ill. Balaban Stations include WIL St. Louis, WRIT Milwaukee and KBOX Dallas. Describing radio's role today, he said:

It is a personal local medium that brings all of us closer to our own community and at the same time let's us all have a significant part in the age we are going through. I think it is no exaggeration to say that radio is the only means of communication on which we can constantly rely to keep us and our community in touch with the rest of the world.

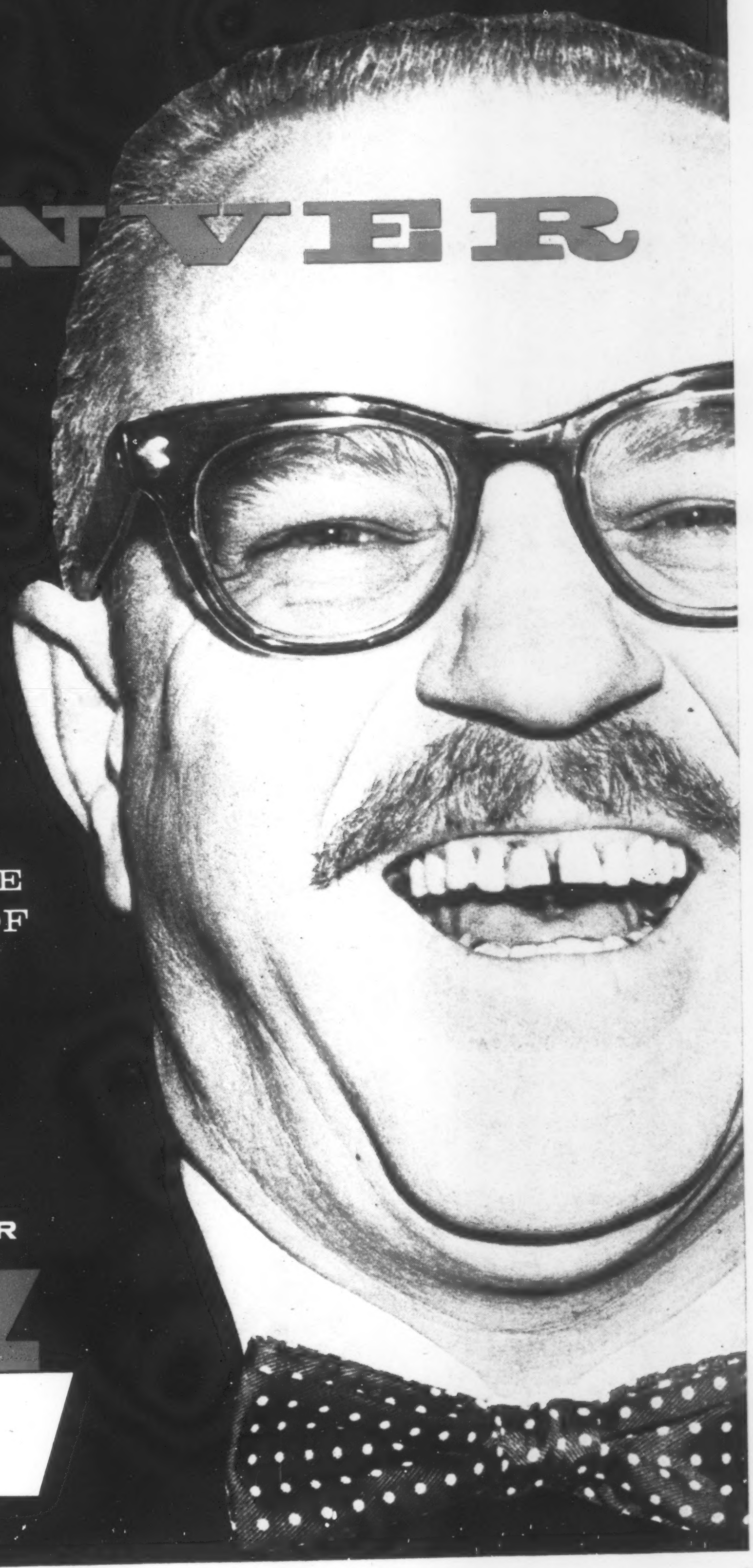
To radio alone there are no barriers of time or space. Radio alone spans the farthest horizon in the smallest fraction of a second. Radio brings Washington, D.C., and Moscow as close as our corner drug store—even closer. Radio enables us to go to work in the morning by way of Cape Canaveral, or Tokyo, without adding a single minute to our trip. In fact, radio makes the trip shorter by making it more interesting.

Radio serves every community. It serves Peoria—like it served New Haven, Conn., where it got a ramshackle school rebuilt; like Kansas City, where a "Keep Our City Clean" radio campaign was the biggest factor in reducing litter in the streets, parks and public places; like St. Louis, where our station WIL sounded the warning and charted the course of a killer tornado direct from five mobile units; like Pulaski, Va., where Ray Carnay, our national news director, walked alone into the face of a shotgun in the hands of a hate-filled youth, to save the life of a 10-year-old child being held hostage.

Perhaps, more than anything else, the factor that makes radio the focal point of the community is our American system of broadcasting itself. Traditionally, under this system of free broadcasting, it is the responsibility of each local radio broadcaster to determine what programming he will provide for the listeners in his community. This is the most practical way to insure that listeners are served well . . .

When I talk about freedom, I am not talking about the radio broadcaster's freedom. I am talking about the people's freedom. There are those today who feel that we need more laws to control what is broadcast; I say that the people will and must control it as they do now. The people are more important than a few thousand broadcasters and they are more important than a handful of our critics. Radio is built on the "people's choice." Anything that is done, however innocent its origin, to stifle that freedom to choose, threatens not radio broadcasting, but the interests of the people themselves. That must not happen!

didja hear about DENVER



KLZ-TV did it again–
a clean sweep, right
across the board!

HIGHEST RATED

- **Network Show**
- **Syndicated Show**
- **Daytime News**
- **Nighttime News**
- **Weather**
- **Sports**

REACHES THE MOST HOMES IN THE DENVER MARKET WITH THE LARGEST SHARE OF AUDIENCES FROM 9:00 AM UNTIL MIDNIGHT SEVEN DAYS A WEEK.*

*March ARB

CBS DENVER

KLZ
TELEVISION
Channel 7

Represented by the KATZ Agency

GEORGE·FOSTER·PEABODY
LOVER·OF·MEN
ELB

The George Foster Peabody Award won by "Great Music from Chicago"

For the second consecutive year!

WGN television wins Peabody Award

The 1959 Peabody Award for television entertainment (musical) was won by WGN-Television's acclaimed series of live, color telecasts, "Great Music from Chicago."* With Deems Taylor as commentator and such renowned artists as Fritz Reiner, Sir Thomas Beecham, Andre Kostelanetz, Howard Barlow, Dorothy Kirsten, Byron Janis, Woody Herman, Count Basie, Sarah Vaughn and many others—WGN-Television brought to Sunday night television a new breath of life.

One year ago, WGN-Television's "Blue Fairy" won the coveted Peabody Award for "the nation's outstanding program for children in 1958"—the only Peabody Award given to a television station!

"Great Music from Chicago" also won the Radio-TV Mirror Award for the "best musical program in the Mid-West."

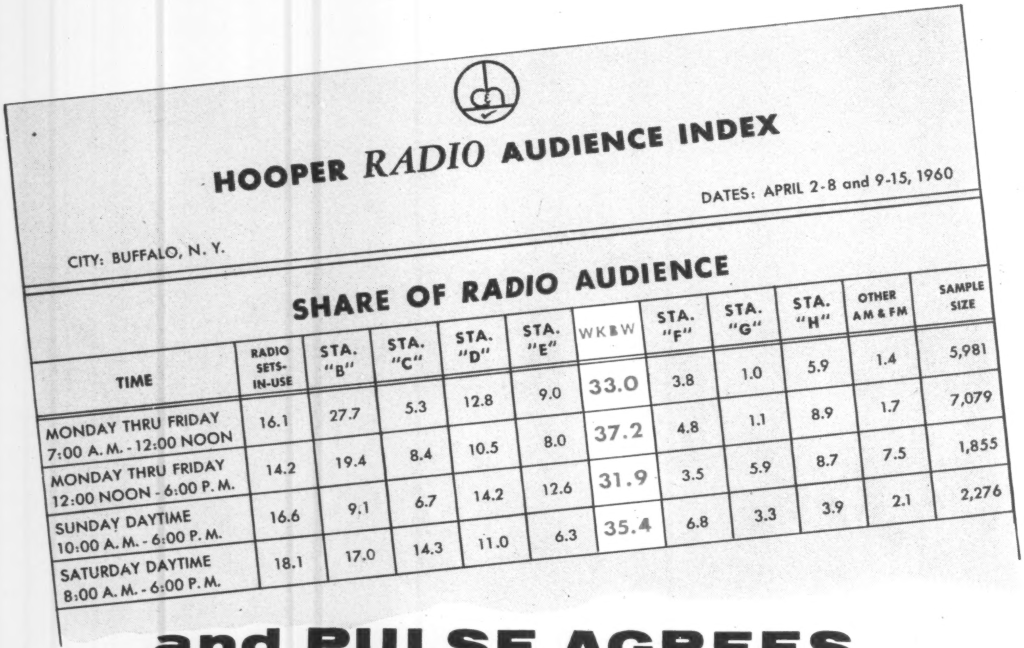
Awards are wonderful proof that devotion to excellence has paid off. But an equally important reward is growth in both audience size and audience loyalty—a direct result of WGN-Television's policy of quality programming presented with integrity.

*Now available for syndication in your market.

WGN-TELEVISION

441 N. Michigan Avenue · Chicago
Quality - Integrity - Responsibility

WKBW
IS
FIRST IN BUFFALO



HOOPER *RADIO* AUDIENCE INDEX

CITY: BUFFALO, N. Y.

DATES: APRIL 2-8 and 9-15, 1960

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	STA. "B"	STA. "C"	STA. "D"	STA. "E"	WKBW	STA. "F"	STA. "G"	STA. "H"	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A. M. - 12:00 NOON	16.1	27.7	5.3	12.8	9.0	33.0	3.8	1.0	5.9	1.4	5,981
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P. M.	14.2	19.4	8.4	10.5	8.0	37.2	4.8	1.1	8.9	1.7	7,079
SUNDAY DAYTIME 10:00 A. M. - 6:00 P. M.	16.6	9.1	6.7	14.2	12.6	31.9	3.5	5.9	8.7	7.5	1,855
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	18.1	17.0	14.3	11.0	6.3	35.4	6.8	3.3	3.9	2.1	2,276

and PULSE AGREES

WKBW *is No.* 1

28% AVERAGE SHARE OF THE AUDIENCE

February 1960 PULSE (Buffalo) Mon-Sun 6:00 A. M.–12:00 MIDNIGHT

WKBW — BUFFALO — 1520
50,000 WATTS • Clear Channel

Represented by
AVERY-KNODEL

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 16, 1960
Vol. 58 No. 20

HOW COLOR BEEFS UP TV AD IMPACT

■ In new study, color commercials far outscore black and white

■ If monochrome tv is hot ad medium, color brings it to a boil

Color commercials are more effective — much more effective — than black and white.

This basic finding was developed in a comparative study conducted for WLWT (TV) Cincinnati by Burke Marketing Research Inc. Its purpose: "To ascertain the effect of color commercials on the viewer compared with the same commercials in black and white."

In its ground-breaking project, the research firm measured the impact of commercials on the Kraft *Perry Como Show*, Chevrolet *Dinah Shore Show* and *Hallmark Hall of Fame* ("The Cradle Song"), all NBC-TV programs.

The findings (see charts and tables, pages 36-37) were summarized this way: For an equal number of color set and black and white homes, and a given program telecast in color:

- More people will watch the show in color than in black and white.
- A greater share of these people will recall the advertising.
- A greater share will consider the advertising to be persuasive.
- A greater share will remember details of the advertising.
- This greater number will remember more details per person.
- These color viewers will watch more of the program than viewers in black and white set homes.

The Burke firm was assigned the job of comparing commercial effectiveness by Robert E. Dunville, president-general manager of Crosley Broadcasting Corp., operating tv stations in five markets.

"A year ago Burke conducted a study for us," Mr. Dunville said. "It showed color programs rate twice as high in color homes as in black and white homes, and black and white programs rate about 40% lower in color homes than in black and white homes.

"Sets-in-use was higher in color homes and the level of satisfaction with color tv was quite high. The audience liked color's realism, beauty and increased clarity.

"This year we wanted to compare color and black and white from an audience impact and commercial effectiveness viewpoint. Again there is a consistent advantage for color. We consider the findings highly important in view of the extreme scarcity of reliable research material in this field."

Measure of Color ■ Here are some of the findings reported by the Burke firm:

Color programs had an average 24 rating (% of all tv homes) in black and white homes compared to 44 in color homes for the three network programs studied.

Sets-in-use averaged 54% in black and white homes, 62% in color homes.

Share of sets-in-use tuned to the test programs averaged 43% in black and white homes, 71% in color homes.

"A consistent tune-in advantage is shown for color," said Don Miller, Burke vice president.

The Burke firm entered seldom-explored territory in attempting to measure color's commercial impact. It took commercial recall or impact of brand name and persuasiveness of the commercial as the key factors to use as a basis of comparison. The methodology was developed after extensive study (see methodology story below).

Weighing Impact ■ In the complex field of commercial impact, the study showed 44% of viewers of a black and white set recalled seeing the commercial as against 59% of those who saw it in color.

Persuasiveness of color commercials is greater, according to the findings; 13% of black-and-white viewers "said the commercial said or showed something that made them want to buy the product advertised, while 22% of color viewers considered the commercial to be so persuasive."

Further, color viewers remember more details, according to the study. Per 100 viewers, there were 61 details remembered from black and white commercials and 119 details from color commercials.

"The greater amount of remembered detail among color set viewers is not solely the result of these people being able to identify the colors of the things advertised," said Herbert Marsh, Burke account executive who directed the project.

"When all of the remembered details of all of the commercials from the programs studied are categorized to separate the specific color mentions from other types of details, it is found that more of the color viewers than of the black and white viewers remember pictorial details other than color, and also details that are not specifically pictorial.

"Viewers watch a greater part of the program when it is in color. Averagely, 60% of the color viewers watched all of the program versus 42% of the black and white viewers."

Specific Messages ■ The detailed report compares the impact of each of the seven commercials heard on the

Measure of color superiority: 3½ to 1

How much greater is the impact of a commercial viewed in color than the impact of the same commercial viewed in black and white?

So much that it takes 3,589 black and white homes to equal 1,000 color homes.

That's the conclusion of Burke Marketing Research Inc. from its study of viewing in matched samples of color and black and white homes in Cincinnati.

How come? Burke statisticians added up the scores for commercial recall (those recalling each commercial and specific details of each) for color and black and white. To these it added persuasiveness scores and then multiplied by the relative numbers of viewers to arrive at the comparative figures of 3,589 to 1,000 (see tables and charts pages 36-37).

Kraft program, the results disclosing a marked superiority for color over black and white. Interviewers first asked a question giving the viewer no aid in recalling commercial content. After asking the unaided question, the interviewer then mentioned brand and product names to get aided recall response.

Here is a summary of the Kraft test program findings, showing how program viewers responded to questions asking if they recalled specific-commercials for separate Kraft products (% of program viewers):

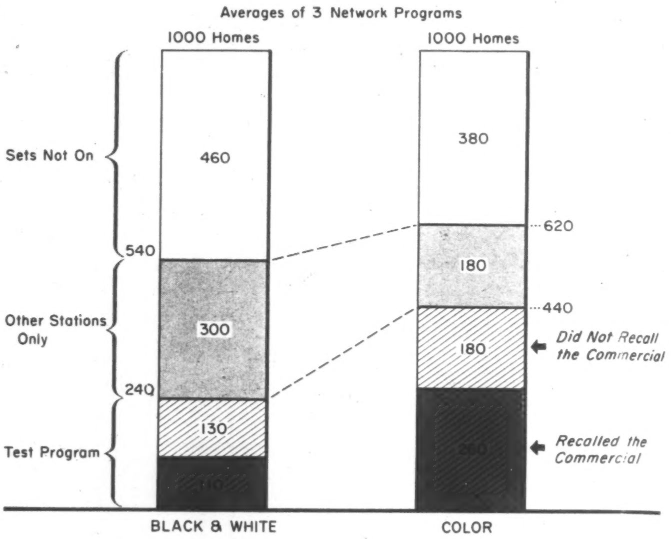
BLACK-AND-WHITE

	Unaided	Aided	Total
Caramels	2	29	31
Mayonnaise	8	41	49
Cracker Bbl. Cheese	6	38	45
Parkay	1	38	38
Miracle Spread	1	41	41
Spaghetti Dinner	2	42	43
Cheese Slices	1	44	44

COLOR

	Unaided	Aided	Total
Caramels	9	34	43
Mayonnaise	17	48	65
Cracker Bbl. Cheese	11	60	71
Parkay	5	53	58
Miracle Spread	2	59	60
Spaghetti Dinner	4	58	61
Cheese Slices	2	57	58

The survey includes breakdowns by number of details recalled. The color recall breakdown for Kraft's Parkay margarine shows 127 details recalled per 100 color viewers compared to 44 for black and white; spaghetti dinner, 198 details remembered per color viewers compared to 106 for black and white. The study lists specific reasons cited by viewers for their recall and in answer to the question whether they would want to buy the product.



Total recall impact ■ In Cincinnati study 26% of color viewers remembered the commercials on the three network shows measured in its comparative study. This compared with 11% who remembered commercials after viewing the program in black and white.

In the case of the Chevrolet program, color showed superiority in the number who recalled the commercials though this was less apparent in the case of OK Used Cars, a service type of announcement building prestige and described as lacking the optical appeal of the Corvair and Impala commercials.

A substantially larger ratio of color viewers said the commercial made them want to buy a Corvair than was the case with black and white; the difference was slight in the Impala model and there was no difference in the used car commercials. Color viewers showed a much better recollection of one or more details in commercials for the used cars, Corvair and Impala than black and white viewers. Their recollection of specific details and miscellaneous comments followed this pattern.

Here are the total number of commercial details recalled (per 100 viewers) for the three Chevrolet commercials:

	B&W	Color
OK Used Cars	87	142
Corvair	71	125
Impala	19	36

Viewers showed a good recollection of different size OK car signs, for example.

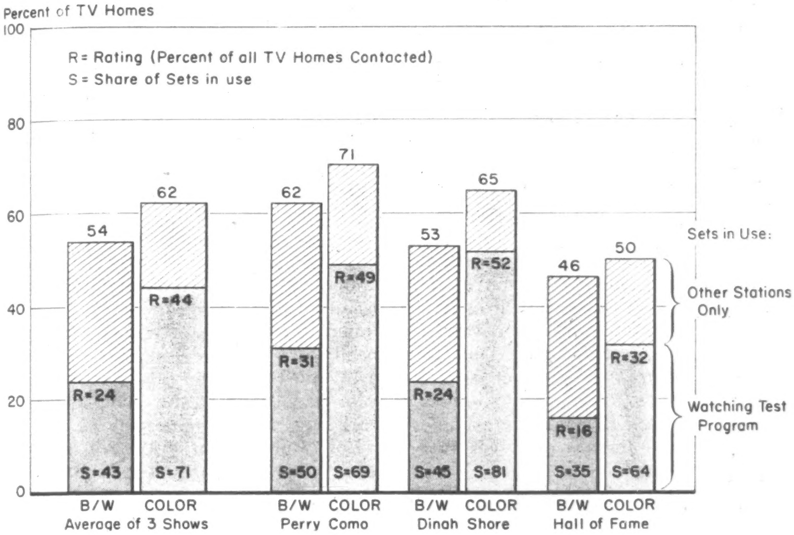
Hallmark Recall ■ In the *Hallmark Hall of Fame*, 60% of color program viewers recalled the commercials for children's and adults' Easter cards as well as cards for different occasions. Black and white recollection was 44%. Substantially higher percentages of color viewers said the commercial made them want to buy and their recollec-

Color adds to recall and persuasiveness

	Average—3 Shows B/W	Average—3 Shows Color	Perry Como B/W	Perry Como Color	Dinah Shore B/W	Dinah Shore Color	Hall of Fame B/W	Hall of Fame Color
COMMERCIAL RECALL— Average % of respondents who correctly recalled each commercial:								
Unaided†	5	10	3	7	6	11	7	11
Brand and product aided†	39	49	41	55	38	44	36	49
Total	44	59	44	62	44	55	43	60
PERSUASIVENESS— Average % of respondents who said that the commercial made them want to buy	13	22	16	28	8	10	15	27
RECALL OF COMMERCIAL DETAILS— Average % of respondents who remembered one or more details of the commercial	27	43	28	49	28	38	24	41
Average % of respondents who recalled specific details in each category								
Pictorial comments, other than color	22	35	24	42	23	29	19	35
Color comments	—	15	2*	22	—	10	—	12
All other comments	17	27	19	34	18	26	15	21
Average number of specific details recalled per 100 viewers	61	119	75	163	59	101	43	94

† "Unaided recall' refers to the response obtained in answer to the question: "Now, thinking just about the (test program) that you watched last night, would you please tell me what products you remember seeing advertised on that program?" "Brand and product aided recall" refers to the responses obtained in answer to the question: "Do you remember seeing (brand and product) advertised on the (test program) last night?"

* There were mentions of color details from the Parkay Margarine commercial on the Perry Como Show by 2% of the respondents who saw the program in black-and-white. This commercial emphasizes in audio and visual elements the color comparison of a yellow rose with the product.



Color adds to rating ■ Color programs have much higher ratings in color homes than in black-and-white homes. Besides, the color homes have a higher share of sets-in-use. Three-fourths of the homes involved in the survey tuned color in preference to black-and-white programs on the air at the same time.

tion of commercial details was much higher.

Color viewers remembered 280 Hallmark commercials details for each 100 viewers compared to 147 for black-and-white. Color was found much more effective in communicating new ideas on the Kraft show, where special food dishes are prepared during the commercials, with 49 out of 100 color viewers planning to try these dishes compared to 30 for black-and-white.

Substantially larger percentages of color viewers compared to black-and-white recalled seeing specific Hallmark cards, termed them attractive, saw cards they would buy (42% vs. 27%) and said they would look for a particular brand (Hallmark). About the same ratio (57% vs. 55%) said that they had bought Easter cards following the program, or planned to buy them.

Longer Memories ■ As to retention of commercial details for all three programs during the first and second day after the show, the survey showed a decisive superiority for color:

Color—43% of viewers recalled one or more details the first day, 41% the second; 128 details per 100 viewers were recalled the first day, 111 the second.

Black and white—27% recalled one or more details the first day, 26% the second; 65 details per 100 viewers were recalled the first day, 56 the second.

For the three shows, black-and-white sets drew an average of 2.61 viewers, color sets 2.91 viewers.

Mr. Miller said he believed the Cincinnati response in the study "is typical of the human-mind response to color and black and white programs in other cities."

The survey company

Burke Marketing Research Inc., headquartered in Cincinnati, was commissioned last winter by WLWT (TV) Cincinnati to conduct a study of the relative effectiveness of commercials in color and black-and-white. A year ago the firm had conducted, also for WLWT, a coincidental telephone survey to find out what happens in a home when a color television set is purchased.

Color home viewers stay longer with show*

% Who Said They Watched—	Average—3 Shows B/W	Average—3 Shows Color	Perry Como B/W	Perry Como Color	Dinah Shore B/W	Dinah Shore Color	Hall of Fame B/W	Hall of Fame Color
All of the program	42	60	32	49	36	64	57	67
More than half (But not all)	19	19	21	32	18	13	18	13
Less than half	39	21	45	20	46	23	24	21

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* Based on answers to the question: "Did you, yourself, watch all, or part, of the (test program) last night?" If part, "Did you watch more than half or less than half of the program?"

The Burke firm has permanent offices in Philadelphia, Indianapolis, Minneapolis, Denver, San Francisco and Dayton, Ohio. It conducts market surveys designed to help sell products more effectively, ranging from product testing and attitudes to reasons for purchase.

The firm is headed by Don Miller, vice president. Project director on the WLWT study was Herbert Marsh, account executive.

Founded in 1931, Burke has specialized in consumer research by personal interview and has handled thousands of projects. Clients include such firms as Armstrong Cork, Campbell Soup, CBS, General Electric, Goodyear, Goodrich, New York Times, Cincinnati Post & Times-Star, Procter & Gamble, Westinghouse Electric, N.W. Ayer & Son, BBDO, Benton & Bowles, Gardner Adv. Co., Tatham-Laird, J. Walter Thompson Co., Young & Rubicam and other large and small manufacturers, advertisers and agencies. Many of the studies have dealt with the effectiveness of advertising.

The survey method

A method of measuring the impact of color vs. black-and-white commercials was developed by WLWT (TV) Cincinnati and Burke Marketing Service Inc. after screening the views of many industry groups including NBC-TV, only major network broadcasting regularly in color.

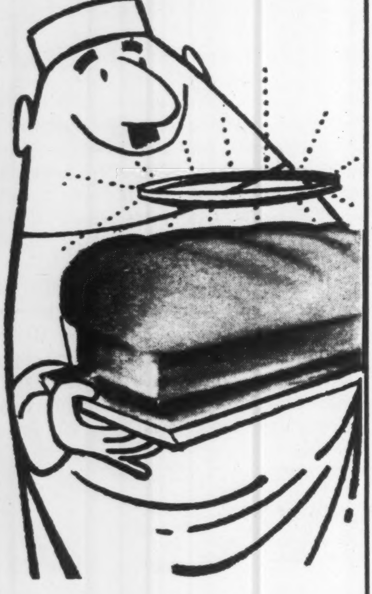
Telephone recall procedure was adopted since coincidental contacts were impractical in view of the lengthy interviews required (15 to 30 minutes). Fifteen trained interviewers, constantly monitored, asked a series of questions the first and second day after each of the three selected NBC-TV programs had been broadcast (Kraft *Perry Como Show,* Feb. 24; Chevrolet *Dinah Shore Show,* April 3; Hallmark *Hall of Fame,* April 10).

Names of respondents were obtained from RCA and Admiral lists of homes with color tv service contracts. Black and white respondents were next-door neighbors of color set respondents to obtain uniformity in economic levels.

Completed interviews were obtained with 1,146 persons who watched part or all of a test program. Of these 639 saw a program in color and 507 in black and white. The original sample was based on 60 color and 40 black and white ratio because of the higher color program rating in color homes as shown in a 1959 WLWT-Burke survey. "The results are similar if computed on a basis of 500 homes in each category," said Don Miller, Burke vice president.

Questionnaire forms gave no indica-

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV



WHOLE LOAF!

all 33 Central Texas counties . . . the most nourishing buy in the big Waco-Temple market.

NBC
CHANNEL 6
KCEN-TV
TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

tion that a comparison was being made between color and black and white programs until near the end of the interview. The interviewers did not know in the early part of the interview whether the respondent had a color set.

Emphasis was placed during interviews on actual watching of the test program, with frequent mention of the program name and day to fix responses and thinking of respondents to the particular show. Telephoning was begun on the morning following each of the programs and continued throughout two successive full working days, except for the Chevrolet show. This was the only program in which men as well as women were interviewed so questioning continued through the evening. The Chevrolet interview ratio was 36% men, 64% women.

Questionnaires were coded by first and second day after the program. The only difference was a natural falling off in recollection the second day but it was not enough to affect results, according to Mr. Miller. Up to three callbacks were made to a number for a given program during the interviewing. Over 10,000 dialings were made and 6,000 contacts established for the 1,146 completed interviews. All interviewers watched the test programs. There was some duplication of interviews during the three-program survey but Mr. Miller said this brought no significant bias because sufficient time had elapsed.

The three test programs were believed measurable, comparable and typical for the survey, Mr. Miller said. He added the data are valid and adequately reliable in comparing color and black and white commercials. The survey does not attempt to represent the entire tv viewing audience and should not be compared with this type of data.

Crosley bets on color

Color-minded WLWT (TV) Cincinnati, is broadcasting over 36 hours of color programs a week plus over 550 color announcements of all types (not including 26 colorcasts of night and day baseball games). The color program log includes the local Paul Dixon and Ruth Lyons programs, *Treasure, Bob Braun Bandstand, Midwestern Hayride, Starmaker Revue* and *Cameo Theatre,* or about 19 hours a week.

In addition there are 13 NBC-TV color series plus up to a dozen network specials during an average month. The network color totaled 31½ hours in April, an average of about seven hours weekly.

Having found in a survey conducted a year ago that color programs have ratings twice as high in color tv homes as in black and white homes, Robert E. Dunville, president of the Crosley radio-tv stations, wanted to know the relative impact of color and black-and-white commercials.

The findings indicate greatly superior color performance (see survey story). Possessed of this information, Mr. Dunville will install full color equipment at Crosley's WLWC (TV) Columbus, Ohio, and WLWD (TV) Dayton, Ohio, where long-range technical replacement programs are under way. He is convinced it would be "silly to replace equipment for use during the next decade without being prepared for continued growth of both network and locally originated color." At Crosley's WLWA (TV) Atlanta he has installed color tape though the ABC-TV network does not originate color.

Low Color Light ■ WLWT has six color cameras using a new General Electric tube. Teamed with special circuitry developed by WLWT, the camera admits so much light that an f5.6 lens stop is used for night baseball (170 foot candles in stadium). The first night baseball telecast in color was scheduled today (May 16). This tube effects a major saving in the cost of studio lighting, where cold light is used effectively for color, Mr. Dunville said. The technique of utilizing the GE camera tube, developed by GE for black and white military use, was devised by Howard Lepple, WLWT chief engineer.

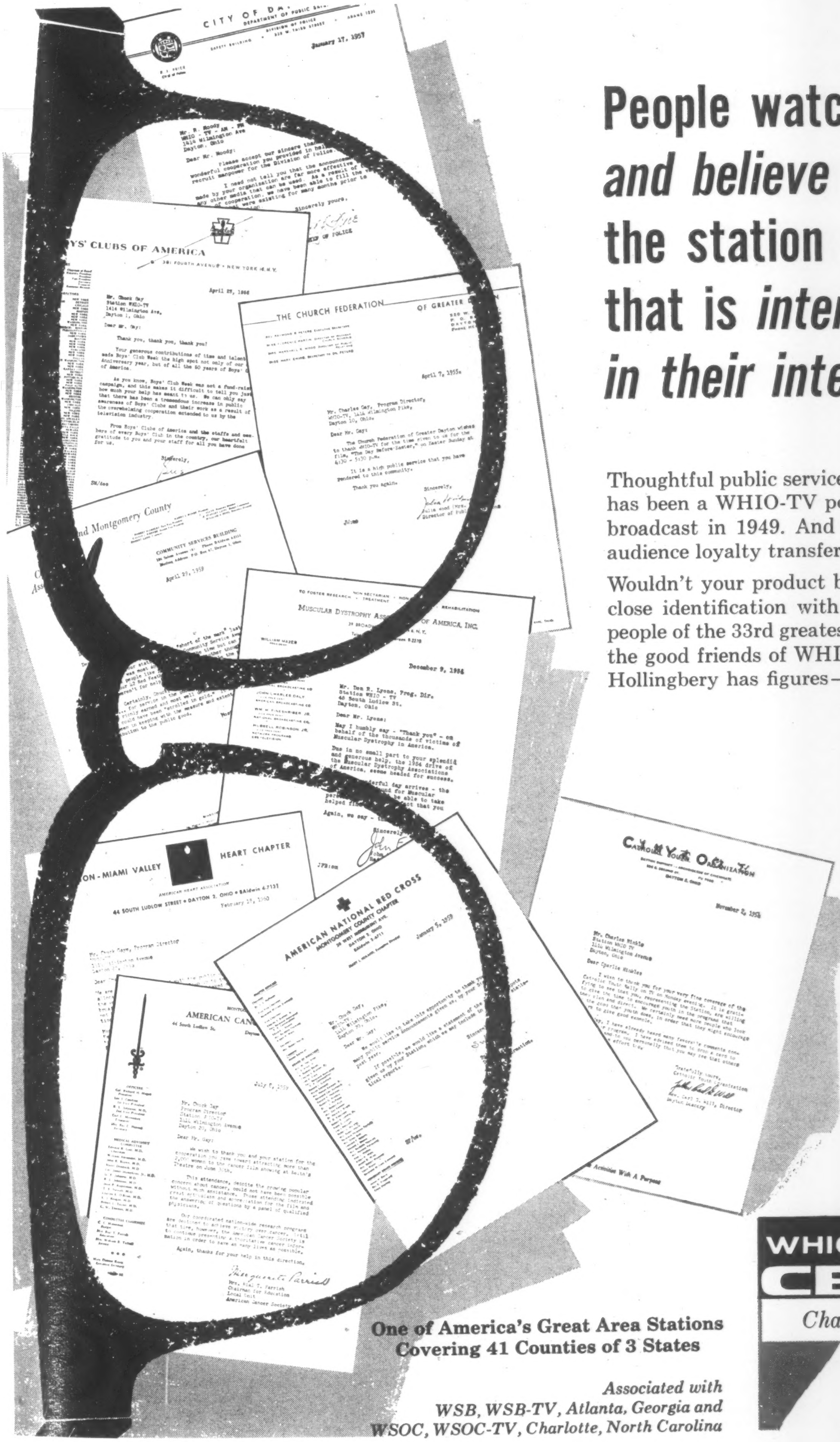
RCA and Admiral color set sales in Cincinnati are not available but Mr. Dunville said the color tv home saturation may be the highest in the nation. Last Christmas, he recalled, Ohio Appliances, RCA distributor, lost hundreds of color set sales because its stock was inadequate and Fred Bimel Co., Admiral distributor, was back-ordered 45 days.

Many taverns in the service area are color-equipped, Mr. Dunville said. He added tavern owners have claimed as much as $100 a day in increased business when baseball is colorcast.

"We aren't charging any more for color commercials," Mr. Dunville said. "We want all our local commercials to use color. Eventually we may charge more for color commercials as the art develops. Black and white, I believe, will be non-existent in another decade."

For the employes

Republic Steel Corp. as a service to the baseball fans among its 14,000 employes in the Canton-Massillon, Ohio, area as well as residents of Starke County, is co-sponsoring the Cleveland Indians network baseball broadcasts on WHBC Canton, Ohio. Agency: Meldrum & Fewsmith, that city.


CITY OF DA
YS' CLUBS OF AMERICA
THE CHURCH FEDERATION
OF GREATER
nd Montgomery County
MUSCULAR DYSTROPHY ASS
OF AMERICA, INC.
ON - MIAMI VALLEY
HEART CHAPTER
AMERICAN NATIONAL RED CROSS
MONTGOMERY COUNTY CHAPTER
AMERICAN CAN
Catholic Youth Organization

People watch— *and believe in—* the station that is *interested in their interests*

Thoughtful public service programming has been a WHIO-TV policy since its first broadcast in 1949. And the resulting audience loyalty transfers itself to sponsors.

Wouldn't your product benefit from such close identification with the 2,881,420 people of the 33rd greatest U.S.A. market—the good friends of WHIO-TV? George F. Hollingbery has figures—and facts.

One of America's Great Area Stations Covering 41 Counties of 3 States

WHIO-TV
CBS
Channel 7
Dayton Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

FEBRUARY TV GROSS $55.5 MILLION

That's 13.7% more than year ago; P&G still top tv spender

There were three newcomers in the February list of top 15 brand advertisers in network television. The three: Dauphine automobiles, Union gas and motor oil and Listerine antiseptic.

The February gross billing on the networks totaled more than $55.5 million, a 13.7% increase over the $48.8 million grossed a year ago last February (BROADCASTING, May 2). The breakdown of February billing by brand and advertiser as well as product category was released last week by Television Bureau of Advertising. Leading national advertisers and Broadcast Advertisers Reports compiled the figures.

Anacin topped the brand list, spending $779,791. Dristan was No. 2 followed by Bayer aspirin,

Procter & Gamble continues as network tv's leading advertiser. In February it was responsible for a more than $3.6 million gross (at the one time rate). Two other advertisers—American Home Products and Lever—went over the $2 million mark for the second consecutive time in 1960.

Advertisers of food and food products, toiletries, drugs and smoking materials spent the most among product categories. Automotives, with nearly $4.5 million, also ranked high in the February listing.

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

	February 1960	Jan.-Feb. 1960	Jan.-Feb. 1959
Agriculture & Farming	$ 150,950	$ 345,730	$ 315,160
Apparel, footwear & accessories	408,295	646,975	457,648
Automotive, automotive accessories & equipment	4,494,967	8,918,673	7,516,101
Beer, wine	603,434	1,464,064	870,333
Building materials, equipment & fixture	73,452	256,891	442,539
Confectionery & soft drinks	1,452,798	3,191,406	2,304,610
Consumer services	374,911	894,856	705,105
Drugs & remedies	7,881,619	15,848,210	13,011,741
Food & food products	9,901,339	19,989,182	20,606,979
Freight, industrial & agricultural development	57,310	114,000	....
Gasoline, lubricants & other fuels	1,583,378	2,756,500	506,518
Horticulture	....	75,350	14,358
Household equipment and supplies	1,749,371	3,857,160	3,995,200
Household furnishings	547,228	776,231	554,894
Industrial materials	1,975,568	4,014,298	3,619,512
Insurance	918,495	1,846,925	1,615,083
Jewelry, optical goods & cameras	753,096	1,543,949	1,127,529
Office equipment, stationery & writing supplies	386,332	535,708	666,273
Publishing & media	....	7,314	....
Radio, tv sets, phonographs, musical instrument and accessories	328,692	707,659	879,581
Smoking materials	6,135,023	13,437,488	12,875,790
Soaps, cleansers & polishes	5,688,524	11,517,474	10,873,807
Sporting goods & toys	184,713	352,176	352,335
Toiletries & toilet goods	8,992,964	18,302,385	16,220,940
Travel hotels & resorts	134,327	309,272	306,256
Miscellaneous	822,189	1,607,364	1,122,395
Total	$55,598,975	$113,317,240	$100,960,687

TOP 15 NETWORK COMPANY ADVERTISERS
February 1960

1.	Procter & Gamble	$3,640,042
2.	American Home Products	2,809,082
3.	Lever Bros.	2,540,219
4.	General Motors	1,862,190
5.	Colgate-Palmolive	1,776,474
6.	General Foods	1,731,203
7.	Sterling Drug	1,511,513
8.	General Mills	1,131,872
9.	Kellogg	1,038,339
10.	R. J. Reynolds	1,029,816
11.	Ford Motor	1,021,581
12.	Texaco	970,700
13.	Liggett & Myers	948,698
14.	Chrysler	939,760
15.	American Tobacco	920,311

TOP 15 NETWORK BRAND ADVERTISERS
February 1960

1.	Anacin	$779,791
2.	Dristan	759,380
3.	Bayer aspirin	699,591
4.	Pall Mall cigarettes	594,883
5.	Phillies cigars	588,708
6.	Dauphine cars	524,901
7.	Chesterfield cigarettes	496,038
8.	Kent cigarettes	492,114
9.	Winston cigarettes	482,294
10.	Union gas & motor oil	453,248
11.	Colgate dental cream	443,576
12.	Tide	443,126
13.	Bufferin	428,163
14.	Texaco	427,108
15.	Listerine antiseptic (oral)	426,452

Frito bumps Pepsi as top buyer on radio networks

The Frito Co. of Dallas has sprung to dominance in network radio with No. 1 place in homes and No. 2 place in minutes for the month ended April 3, the latest National Nielsen Radio Index shows. The report covers the four weeks ended April 3. In the previous month Frito had held 10th place on the homes list and did not appear on the other.

Pepsi-Cola, the homes leader displaced by Frito, dropped back to second place in homes, while Time Inc. went from third to first in minutes.

The complete Nielsen Top 20 network radio list for the four weeks ending April 3:

NATIONAL NIELSEN RADIO INDEX
NETWORK RADIO'S LEADING ADVERTISERS
HOME BROADCASTS

Rank	Advertiser	No. of Bdcsts	Home Bdcsts Delivered (000)
1.	Frito Co.	478	200,973
2.	Pepsi-Cola	383	162,304
3.	Time Inc.	224	134,462
4.	R. J. Reynolds Tobacco	300	126,800
5.	Pharmaco	357	121,154
6.	Renault	170	109,434
7.	Sterling Drug	204	106,026
8.	Ex-Lax	179	77,594
9.	Sylvania Electric	114	67,504
10.	Tyrex	148	64,442
11.	Kellogg	86	61,616
12.	Grove Div.-Bristol-Myers	84	55,829
13.	Whitehall-Am. Home Prod.	72	53,753
14.	General Mills	110	45,347
15.	Hudson Vitamin	121	39,366
16.	Automotive-Amer. Motors	88	37,091
17.	Sunsweet Growers	52	35,009
18.	Quaker Oats	61	34,172
19.	A. E. Staley Mfg.	40	33,329
20.	Radio Corp. of America	66	29,625

Copyright 1960—A. C. Nielsen Company

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Time Inc.	178	96,858
2.	Frito	213	94,990
3.	Pharmaco	294	91,083
4.	Sterling Drug	192	87,862
5.	Renault	128	76,457
6.	R. J. Reynolds Tobacco	193	69,142
7.	Pepsi-Cola	130	59,270
8.	Sylvania Electric	94	53,949
9.	Whitehall-Am. Home Prod.	72	49,799
10.	Wm. Wrigley, Jr. Co.	90	48,260
11	Ex-Lax	108	45,343
12.	Kellogg	69	45,004
13.	Tyrex	110	44,609
14.	Grove Div.—Bristol-Myers	69	41,472
15.	Oldsmobile-Gen. Motors	43	33,905
16.	Chevrolet-Gen. Motors	59	33,324
17.	Hudson Vitamin Products	103	31,005
18.	A. E. Staley Mfg. Co.	40	30,315
19.	General Mills	73	29,524
20.	Monroe Auto Equipment	53	27,498

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

IN TEXAS' HOT SPOT MARKET

BEAUMONT
PORT ARTHUR
ORANGE

KFDM-TV

DELIVERS
MORE HOMES
HIGHER RATINGS
GREATER SHARE
OF AUDIENCE

March 1960 NSI
March 1960 ARB

BUY THE
HOT SPOT STATION
IN THE
HOT SPOT MARKET

SEAL OF GOOD PRACTICE

VIDEOTAPE™

CBS
ABC

KFDM-TV
CHANNEL 6
Beaumont Port Arthur Orange

D. A. Cannan, President
C. B. Locke, Executive Vice President & General Manager
Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

AAAA HAS NEW RATE CARD FORM

Urges station adopted simplified format

New, simplified standard rate card forms for radio and television stations were issued by the American Assn. of Advertising Agencies last week.

AAAA, which developed the new forms in cooperation with the National Assn. of Broadcasters, Radio Advertising Bureau and Television Bureau of Advertising hopes that as an aid to agencies and advertisers they will be used as models when stations issue new cards.

The new forms do not suggest policies or practices, AAAA pointed out, but deal only with "the type of information agencies and advertisers need from broadcasters and the uniform arrangement of such data."

Occupying both sides of a card 10⅜-by-6 inches (which folds 6-by-3½, the recommended size), the new forms are designed to meet changes in radio and television that have occurred since 1946, when NAB last issued recommended forms for radio stations, and 1950, when Broadcast Advertising Bureau (then a part of NAB but subsequently separated and now RAB), issued form for tv stations.

Simplified ▪ The concise new models bear little resemblance to those old forms, both of which were in five separate parts and included alternative standards, methods of presenting discount structures, etc.

The new standards—identical in form for both radio and tv—have separate sections for announcements, package plans, participating programs and programs, each subdivided into different time classifications and calling for the rates for both one-time and multiple announcements in each classification.

General information called for includes (1) names and titles of key personnel, "including national sales contact"; (2) names of station representatives; (3) deadlines and instructions for mailing film, slides, copy, etc. In the case of tv, and program material, commercial copy, transcriptions and promotion material in the case of radio; (4) frequency or channel, power and other facilities information, and operating schedule, including time zone and whether Daylight Saving Time is observed; (5) commission and cash discount policies, dates bills are rendered and due dates, and (6) rate policies regarding application of discounts, rate protection and continuing discount.

Policies ▪ Other general information requested: policies concerning acceptance and maximum duration of contracts; acceptance of copy, film, slides and video-tape in the case of tv and commercial copy and copy lengths in the case of radio; programming policies, news and library services available; station services and charges; a list of other media under the same ownership and, in the case of tv, information on color facilities and surcharges, if any.

Urging stations to adopt the forms for future rate cards, AAAA said the new standards not only provide for the information that agencies and advertisers most need, but also arrange it in the sequence preferred by most timebuyers. Officials said the forms should "facilitate the preparation of rate cards by the broadcast media, help assure completeness of wanted information and minimize errors and expedite the announcement of rate and data changes."

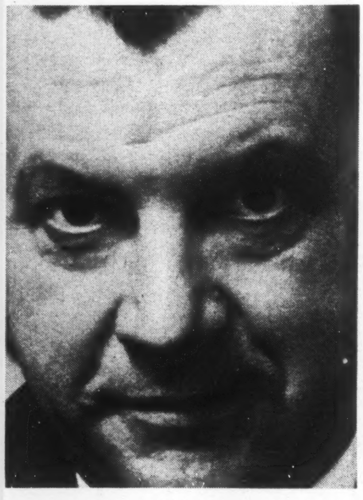
AAAA said it was sending sample copies to broadcasters and that additional copies might be obtained from AAAA headquarters, 420 Lexington Ave., New York 17.

Advertising's big challenge

Advertising's biggest challenge is not to combat Federal Trade Commission charges over the honesty of certain tv commercials and print ads according to Harry W. Chesley Jr., president of D'Arcy Co. At a May 10 meeting of the Southern California Council of the American Assn. of Advertising Agencies in Los Angeles, he said it is not even the threat of stricter governmental controls on advertising, serious though these may be.

It is, Mr. Chesley declared, the growing public cynicism fostered by such critics as Vance Packard—the spreading sentiment that advertising is not only an economic waste, but that it is driving the American public toward false goals of creature comfort and escape entertainment and away from the true goals of better education, higher moral standards and personal integrity that are essential if our nation is to meet the challenge of the decade ahead.

These critics, he charged, are trying to convince the public that free enterprise is no longer to be trusted, that our society is really divided into two groups, the wolves with goods and services to sell and the sheep who are the buying public. To these critics, he said, advertising is the slick tool of the never-to-be-trusted sellers and the only solution is governmental control, not only of advertising but of all business. Most serious, he said, is that the critics seem to have sold this anti-business, anti-advertising philosophy to so many educators, who in turn are passing it along to the students who will make up the next generation of adult Americans.



D'ARCY'S CHESLEY

Cynicism is our enemy

Mr. Chesley urged his audience of advertising agency executives and media guests to fight back with all of their professional skills. "Mass selling and mass advertising provide the thrust behind our free enterprise system," he declared. "They can operate only in a free economy—one that trusts its sellers and its consumers—one that's based on the promise that the overwhelming percentage of private buying and selling is constructive. Constructive even when part of it is based on something as human as 'status seeking.'

"Let's recognize that the fuzzy thinking of some of our critics both inside and outside government has already placed us at a disadvantage—that it already represents an even more serious threat than anything Russia can do abroad or than inflation or recession can do at home. Let's start calling a spade a spade and fight with everything at our disposal."

THE FIRST 50 ADVERTISERS ON [illegible]

THOSE WHO USE US MOST...KNOW US BEST

Shown opposite is the alphabetical listing of WJR's Top Fifty 1959 advertisers. Shown also is the 6-year history of their use of WJR . . . a documentation of the consistency of their reliance on WJR as an important part of their over-all advertising strategy.

The major business classifications represented are:

Food, Drugs, Beer, Gasoline Products, Insurance, Travel, Automotive Manufacturers and Suppliers, Agriculture, Banks, Savings Associations, Publications, Public Utilities, Industrial, Retail Stores.

Those advertisers marked with an asterisk (*) are headquartered in WJR's neighborhood . . . their executives know our programming, our area interests, our management, our business practices. In short . . . they know us.

THOSE WHO USE US MOST . . . KNOW US BEST

50

ADVERTISER	YEARS ON WJR					
	1960	1959	1958	1957	1956	1955
* A & P (FOOD STORES)	●	X	X	X	X	X
AMERICAN TOBACCO COMPANY	●	X	X	X	X	X
ARMOUR & COMPANY		X				
* A[illegible]TO OWNE[illegible]ANCE COMPANY	●	X	X	X	X	X
C[illegible]	●	X	[illegible]	[illegible]	X	
C[illegible]	●	X	[illegible]	X	[illegible]	X
* C[illegible]	●	[illegible]	X	X	[illegible]	X
* C[illegible]	●	[illegible]	X	X	[illegible]	X
* D[illegible]	●	[illegible]	X	X	[illegible]	X
* D[illegible]A)	●	[illegible]	X	X	[illegible]	X
* D[illegible]	●	[illegible]	X	X	[illegible]	[illegible]
* D[illegible]URANCE AGENC[illegible]	●	[illegible]	X		[illegible]	[illegible]
E[illegible] AIRLINES	[illegible]	[illegible]	X	X	[illegible]	[illegible]
F[illegible] COMPANY	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* F[illegible] FEDERAL [illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* F[illegible]D DE[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* F[illegible]ON	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* F[illegible]MOTOR COMPAN[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* GENERAL MOTORS CORP[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
* GMC [illegible]ANCE	[illegible]	[illegible]			[illegible]	[illegible]
* G[illegible]OMPAN[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
[illegible]UBBER[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
[illegible]R (FO[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	X	X	[illegible]	[illegible]
[illegible]RIES	[illegible]	[illegible]	X	X	[illegible]	[illegible]
[illegible]L CO[illegible]	●	[illegible]	X	X	[illegible]	X
[illegible]ON [illegible]	●	[illegible]	X	X	[illegible]	X
[illegible]CO. ([illegible])	●	[illegible]	X	X	[illegible]	
L[illegible] MYE[illegible] (TOBA[illegible]	●	[illegible]	X	X	[illegible]	X
LOR[illegible] P. (TOBA[illegible]		X	[illegible]	[illegible]	X	X
METRO[illegible]OMPANY	●	X	[illegible]	[illegible]	X	X
* MICHIGAN CONSOLIDATED GAS COMPANY	●	X	X	X		
* NATIONAL BANK OF DETROIT	●	X	X	X	X	X
NESTLE COMPANY (NESCAFE)	●	X	X		X	X
NORTHWEST ORIENT AIRLINES	●	X	X	X	X	
* OLDSMOBILE DIVISION	●	X	X	X	X	X
* PACKER PONTIAC COMPANY (DEALER)		X	X	X		
* PFEIFFER BREWING COMPANY	●	X	X	X	X	X
PHILIP MORRIS (TOBACCO)		X	X	X	X	X
* PLYMOUTH DIVISION	●	X	X		X	
REYNOLDS METALS	●	X		X	X	X
REYNOLDS, R. J., TOBACCO COMPANY	●	X	X	X	X	X
SCHLITZ BREWING COMPANY	●	X		X		
* SHEDD-BARTUSH FOODS	●	X	X	X	X	X
SHELL OIL COMPANY	●	X	X	X	X	X
* SPEEDWAY PETROLEUM COMPANY (GAS)	●	X	X	X	X	X
STANDARD OIL COMPANY OF INDIANA	●	X	X	X	X	X
* STARK HICKEY (FORD CAR DEALER)	●	X				
* STROH BREWERY	●	X	X	X	X	X
* TWIN PINES FARM DAIRY	●	X	X	X	X	X

• 1960 advertisers as of April 1960

Join the Top 50 and 181 other *live* advertising accounts on WJR, and cash in on the selling power of the dominant station in the heartland of the Great Lakes. Your Henry I. Christal or station representative has the details.

WJR

760 KC **50,000 Watts**

DETROIT

Complete Range Programming
Something For Everyone

THE TV GIRL WHO WEARS GLASSES

A dollars & cents report on the cost of a one-woman business

$20.00
SANDRAN
SAVE WORK!
SPARKLE
SANDRAN

THE CAMERA MAKES PASSES AT TV'S JOYCE GORDON

"The nicest thing I got for Christmas was an adding machine."

So says Joyce Gordon, one of today's more-frequently-seen performers in tv commercials. Her remark reflects more than just the over-$75,000 income she makes during a year. It also reflects the fact that Miss Gordon and her contemporaries have become highly-complicated individual businesses.

To the viewer, Miss Gordon is a pleasant young woman who has been set apart among tv's commercial spokeswomen as "the one who wears glasses." She appears regularly on the *Jack Paar Show* for Sandran floor covering and on a number of daytime shows representing Standard Brands and other sponsors. But to a small army of people whose services she herself employs she's a business.

These people and services are behind Miss Gordon's tv and radio appearances:

- Morty Becker, her agent, who draws the standard 10% of her earnings.
- Jack London, her lawyer and tax advisor, who operates on a retainer.
- Her unions, Screen Actors Guild (for film commercials) and American Federation of Television & Radio Artists (for live ones), to which she pays maximum dues—$160 to SAG; $134 to AFTRA. (Performers making less than $25,000 a year pay full dues to the "parent" union, half-dues to all others. Those making over $25,000 pay full dues to all unions.)
- Her hairdresser, to whom she pays $800-$1,000 a year (for an average of five hours of work each week).
- Telephone answering service, $20-$30 a month.
- Transportation, minimum of $100 a month, mainly for cabs in New York City.
- Clothes. These are major items among her expenses, but difficult problems when it comes to tax deductions. The revenue service holds that clothes can be deducted only when they are unlike those you would wear personally. One rule-of-thumb in this area is called the "Dinah Shore rule"—a precedent that a dress can be deducted as a business expense if it is too tight to sit down in. Miss Gordon's commercial chores, primarily requiring everyday wardrobes, afford little application of that rule.
- Entertainment. Business contacts are a big part of Madison Ave. life, and the accepted *modus operandi* usually calls for lunch at such places as Sardi's East, where the tab for two with tips will come to $15 without trying. The yearly outlay for Miss Gordon is well over $3,000.

And assorted oddments such as cleaning, nurse for the kids (Miss Gordon is married to actor Bernard Grant; they have two children), stationery and postage for fanmail, trade publications, publicity and advertising, makeup, gifts to helpful cameramen, standins, etc. Put it all together and you have an annual expense budget over $25,000.

It also adds up to why Miss Gordon could use that adding machine. Although she employs considerable outside help for business advice, legal arrangements and the like, she herself takes on the job of keeping books on this personal enterprise. Three sets of ledgers are required to keep tabs of such complications as withholding statements from over 100 different employers in the course of a year.

Complicated as things can get, the rewards are worth it to those who have achieved status similar to hers (and there are others who make even more). Not all do. SAG records show that in a recent year only .5% of its membership made more than $50,000 a year in commercial work—about 70 in the U.S. At the other end of the scale, about 70% of its membership made less than $2,000 a year—about 9,500 performers. In between you find about 3,500 making between $2,000 and $10,000 a year, and about 800 making between $10,000 and $50,000 a year.

It's estimated that SAG performers working in commercials make about $12 million a year. Those on the entertainment side of tv make another $25 million or so.

No breakdown is available on AFTRA members on the basis of commercial or entertainment work.

Although Miss Gordon's earnings are considerable, she points out they are not salary. That is, they cannot be depended upon to come in week after week regardless of the volume of work she puts out. Rather, the over-$75,000 comes from a few hundred here, a few thousand there. As a result those ambitious for big money must also be ambitious for long hours and lots of legwork. Much of this legwork is consumed at auditions. Rarely do assignments come directly.

Success has its pitfalls, too. One of them is in becoming so well known as a spokeswoman (or man) for one product that you can't work for others. Even here, however, there are compensations. Betty Furness, perhaps the most well known of all commercial artists, reportedly was paid over $200,000 a year for lending her identity to Westinghouse's tv advertising. For those go-

WGAL-TV

the home-loving market

$244,094,000

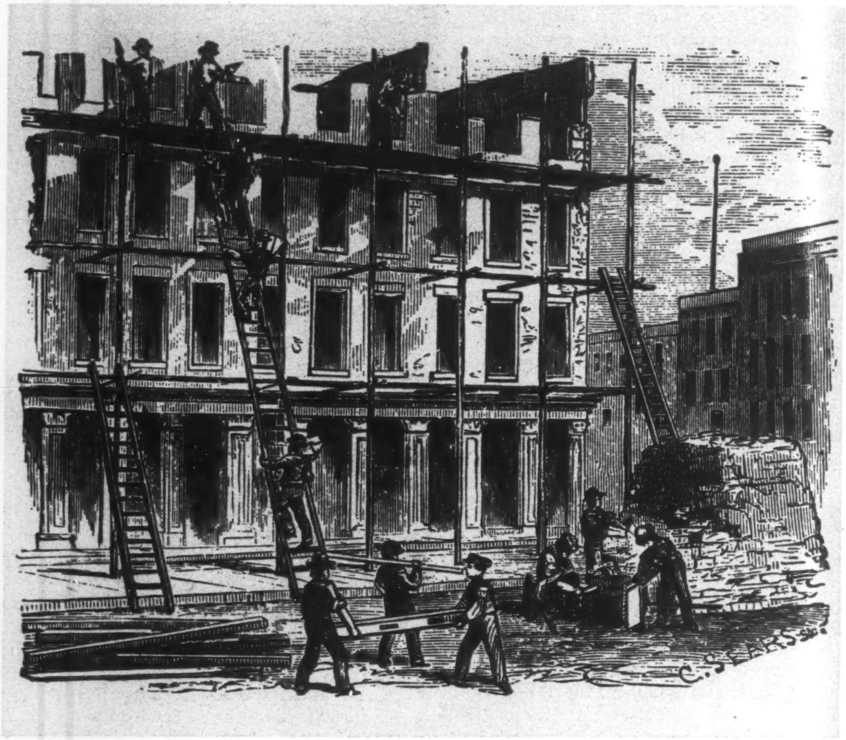
building

materials

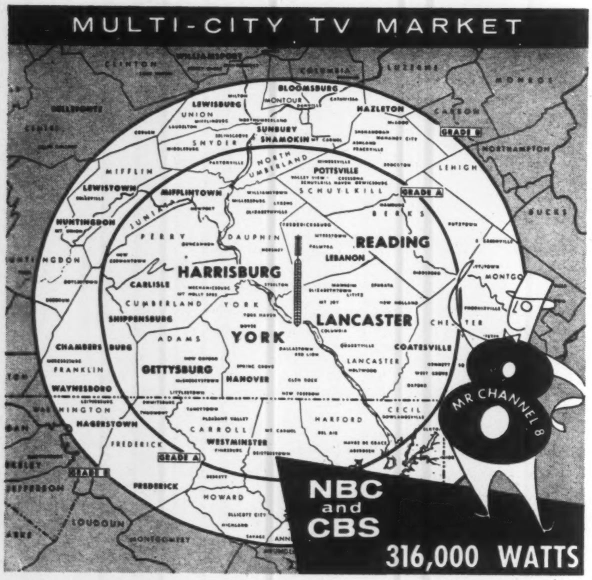
and

hardware

sales



DWELLINGS UNDER CONSTRUCTION, CIRCA 1870. COURTESY THE BETTMANN ARCHIVE.


MULTI-CITY TV MARKET
WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
CARBON
GRADE B
SUNBURY
SHAMOKIN
SNYDER
NORTHAMPTON
NORTH UMBERLAND
POTTSVILLE
MIFFLIN
LEHIGH
LEWISTOWN
MIFFLINTOWN
SCHUYLKILL
GRADE A
JUNIATA
BERKS
BUCKS
HUNTINGDON
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
YORK
MONTGO
SHIPPENSBURG
LANCASTER
CHESTER
ADAMS
YORK
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
HANOVER
LANCASTER
WAYNESBORO
WASHINGTON
CECIL
HAGERSTOWN
HARFORD
CARROLL
WESTMINSTER
FREDERICK
GRADE A
GRADE B
JEFFERSON
FREDERICK
HOWARD
LOUDOUN
MONTGOMERY
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

The families in this multi-city TV market take pride in their homes, maintain them well . . . proof of great market stability. Add to this the fact that WGAL-TV delivers an audience greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco ing through the transition from anonymous to name talent this consideration remains a risk they have to take—and are usually glad to.

Not all Miss Gordon's income comes from on-camera work. Her voice is a part of her fortune, with nearly half of her income coming from commercial work in which she supplies only the audio while someone else does the video. A radio-born talent for lip-syncing, plus a pleasant voice, makes this possible. In live tv, of course, Miss Gordon performs both functions, and is always identified by name.

Miss Gordon's insistence on wearing glasses has become a valuable asset, however hard it was at first to convince agencies it would be. She feels that believability is the most important factor she can impart to the client's commercial, and that the glasses help make her "real" to the viewer. One isn't prone to argue the point. Whether she needs them or not, the clients—and the adding machine — testify they haven't hurt.

■ Agency appointm'ts

V. La Rosa & Sons Inc. (Italian food products), N.Y., has appointed Vega Adv. Inc., N.Y., to handle all of La Rosa's advertising for Spanish-language consumers in U.S. and Puerto Rico. La Rosa is an active tv-radio advertiser.

■ ABC's WBKB (TV) Chicago appoints Reach, McClinton & Co. of Illinois Inc., Chicago, as its agency. Lester A. Weinrott, agency vice president, will be account supervisor. ABC's WLS that city, previously appointed same agency to handle its advertising.

■ Monarch Finer Foods Div. of Consolidated Foods Corp. appoints John W. Shaw to handle advertising for its Monarch brand products.

■ Ronson Corp., Woodbridge, N.J., appoints Norman, Craig & Kummel, N.Y., to handle advertising for its appliance division on an interim basis July 1-Dec. 31, 1960. The account has been at Grey Adv., N.Y. NC&K, which has been agency for Ronson's lighters and accessories since 1954, will serve appliances division (electric shavers, hair dryer and electric shoe polisher) until a new agency is chosen.

■ Creations Sales Corp., Jamaica, N.Y., to Fladell/Harris, N.Y., for a new toy, Skip-Stik. Skip-Stik is using children's tv shows in New York and preliminary plans call for Fladell/Harris to buy minute schedules in 12-15 markets across the country in the next six weeks, starting with Chicago, Los Angeles and Dallas.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending April 17, 1960

TOTAL AUDIENCE †

Rank		No. homes (000)
1.	Academy Awards—1960	23,911
2.	Wagon Train	19,978
3.	Gunsmoke	18,170
4.	Oscar Night In Hollywood	15,187
5.	Red Skelton Show	15,142
6.	77 Sunset Strip	15,097
7.	Ed Sullivan Show	15,052
8.	Have Gun, Will Travel	14,916
9.	Price Is Right—8:30 P.M.	13,605
10.	Danny Thomas Show	13,560

Rank		% homes*
1.	Academy Awards—1960	53.6
2.	Wagon Train	44.8
3.	Gunsmoke	41.0
4.	Oscar Night In Hollywood	35.8
5.	77 Sunset Strip	34.7
6.	Red Skelton Show	34.4
7.	Ed Sullivan Show	34.1
8.	Have Gun, Will Travel	33.6
9.	Price Is Right—8:30 P.M.	31.1
10.	Perry Mason Show	30.7

AVERAGE AUDIENCE ‡

Rank		No. homes (000)
1.	Academy Awards—1960	20,430
2.	Gunsmoke	16,995
3.	Wagon Train	16,182
4.	Have Gun, Will Travel	14,148
5.	Red Skelton Show	13,967
6.	Oscar Night In Hollywood	13,424
7.	Danny Thomas Show	12,566
8.	Price Is Right—8:30 P.M.	12,340
9.	77 Sunset Strip	12,294
10.	Father Knows Best	12,249

Rank		% homes*
1.	Academy Awards—1960	45.8
2.	Gunsmoke	38.4
3.	Wagon Train	36.3
4.	Have Gun, Will Travel	31.9
5.	Red Skelton Show	31.7
6.	Oscar Night In Hollywood	31.6
7.	Danny Thomas Show	28.3
8.	77 Sunset Strip	28.3
9.	Price Is Right—8:30 P.M.	28.2
10.	Father Knows Best	27.7

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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VIDEODEX

TOP TEN NETWORK PROGRAMS

April 1-7, 1960

Name of Programs		Rating
1.	Academy Awards	48.6
2.	Gunsmoke	37.1
3.	Wagon Train	35.1
4.	Have Gun, Will Travel	33.6
5.	Father Knows Best	30.4
6.	Danny Thomas	29.7
7.	Red Sketlon	29.1
8.	Untouchables	28.9
9.	Playhouse 90	28.3
10.	Real McCoys	27.9

Name of Programs		No. homes (000)
1.	Academy Awards	21,600
2.	Gunsmoke	16,000
3.	Wagon Train	15,100
4.	Have Gun, Will Travel	14,500
5.	Father Knows Best	13,000
6.	Danny Thomas	12,800
7.	Red Skelton	12,400
8.	Untouchables	12,100
9.	Playhouse 90	12,200
10.	Real McCoys	11,800

Copyright, 1960 VIDEODEX INC.

ARB

TOP 10 NETWORK PROGRAMS

Tv report for March

Rank		Rating
1.	Wagon Train	46.3
2.	Gunsmoke	44.3
3.	Red Skelton	42.3
4.	Real McCoys	38.7
5.	Father Knows Best	36.8
6.	Have Gun, Will Travel	36.3
7.	77 Sunset Strip	35.4
8.	Danny Thomas	35.2
9.	Ed Sullivan	33.0
10.	Untouchables	31.1

Rank		No. viewers (000)
1.	Wagon Train	50,950
2.	Gunsmoke	46,010
3.	Red Skelton	42,920
4.	Real McCoys	41,830
5.	Ed Sullivan	37,835
6.	Danny Thomas	37,450
7.	Father Knows Best	37,450
8.	Have Gun, Will Travel	37,030
9.	77 Sunset Strip	36,375
10.	Lassie	35,040

Copyright 1960 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards 1960 (NBC-185): Motion Picture Assn. of America, Mon., April 4, 10:30-12:22 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Lassie (CBS-141): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Oscar Night In Hollywood (NBC-156): P&G (Grey), Mon., April 4, 10-10:30 p.m.

Playhouse 90 (CBS-169): American Gas Assn. (L&N), Allstate Insurance (Burnett), R.J. Reynolds (Esty), Sun., Apr. 3, 8-9:30 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty) National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

TV CAN CREATE A DEMAND FOR TOYS

Reach, McClinton survey shows toy retailers are enthusiastic

Television is an effective sales tool for the toy retailer.

This was what an advertising agency—Reach, McClinton—could tell its toymaker client Halsam Products Co., Chicago, earlier this spring. Reach, McClinton had this to go by: An agency survey conducted in February of 61 toy retailers asking their opinions on tv's effectiveness in selling toys.

Halsam manufactures wood and plastic toys, has not yet tried tv. The retailer survey was undertaken by the agency for presentation to the client.

Toy advertisers last year increased use of national tv from $3.4 million in 1958 to last year's $6.2 million, a 77% boost in gross billing, according to Television Bureau of Advertising (BROADCASTING, April 18). The TvB figures include network and spot.

Outstanding Job ▪ The survey report, made available to BROADCASTING last week, concluded that it's "quite apparent that most toy retailers at all levels think tv does an outstanding job of selling toys." Retailers stressed tv's "close relationships with the consumer" and its "realism and ability to create strong demand."

But retailers had a few second thoughts, as well as some recommendations. For example, they thought toys had to be identified on tv with a personality "the child likes under circumstances where not too many other toys are competing for his acquisitive urge." Retailers felt that they'd like sufficient advance notice of a tv campaign to permit stocking up and for plans to merchandise. As for discount houses, tv is favored because these stores can undercut advertised prices. (But non-discount retailers dissent because when they attempt to compete, the profit margin suffers.)

The agency in asking retailers about toy sales trends, considered tv-advertised toys as a separate group. Opinions were encouraged, along with comparisons of tv and print media in this area. One question—of importance to the toy trade—dealt with the effectiveness of tv for selling action toys (they do something) and "passive" toys (toys with which something must be done).

Christmas Push ▪ Christmas season comparisons were made, 1959 vs. 1958. Of the respondents, 61% reported an increase in sales for all toys. In comparing sales of tv advertised toys with sales of toys not advertised on tv, 75% said tv-advertised toys sold better than other toys during the 1959 season and 80% said they sold better than other toys at the time of the survey. (Some 82% of the retailers interviewed said they had tv-advertised toys in stock in mid-February.) Survey highlights:

Effect of spot television on sales: 77% said it had a very good or good effect, 13% said some good effect and only 5% found tv a poor or very poor effect. Retailers emphasized tv creates demand.

Tv vs. print: Tv was better, according to 74% of the respondents, 7% had a qualified preference for tv and 13% favored other media.

In their opinions, retailers emphasized tv's basic advantage in that a child can actually see a toy and watch its demonstration. A related advantage: The child often does not see print advertising "and in many cases has not yet learned to read anyway." But, retailers reminded, it's assumed toy advertisers would use children's programming or adjacent spots.

Action toys came off the best. Of those interviewed, 81% said tv was very efficient in this area, while another 5% found it fairly so and only 3% said tv was not effective. For passive toys, tv's effectiveness was favored by 36%, an additional 25% said it was fairly effective, and another 25% rated tv as slightly or not effective for passive toys. (The agency interpreted this to mean that passive toys—building sets for example— ought to be advertised on tv with actual demonstration.)

In-store interviewing ▪ Agency Reach, McClinton canvassed retailers direct to learn their views on tv's effectiveness in selling toys. Shops specializing in toys to discount houses which trade in large volume were covered. In this scene, Bill Tolin (l), toy buyer at New York's Grand Central Branch of discount house E.J. Korvette, is interviewed by Ray Hulbert of Reach, McClinton.

Agency group seeks smooth operations

For three days, executives attending the annual convention of Continental Advertising Agency Network Inc. at Miami Beach concentrated on the problems of efficient and profitable inter-agency cooperation and methods for improving internal operations. The CAAN network includes 16 major agencies in the U.S. and Canada with a total of 30 offices.

Dr. F. Robert Shoaf, New York U. marketing expert, told the meeting that market research should be utilized during the campaign planning period, not before or after, in order to cut costs and avoid waste motion. Mark Wiseman, advertising consultant and analyst, pointed out the major difference between "a gimmick or a clever idea" and truly creative advertising. Effective advertising, he said, is the result of a combination of scientific and logical approaches which might be best described as "creative engineering and creative interpretation."

The Miami agency of Bishopric/Green/Fielden acted as host.

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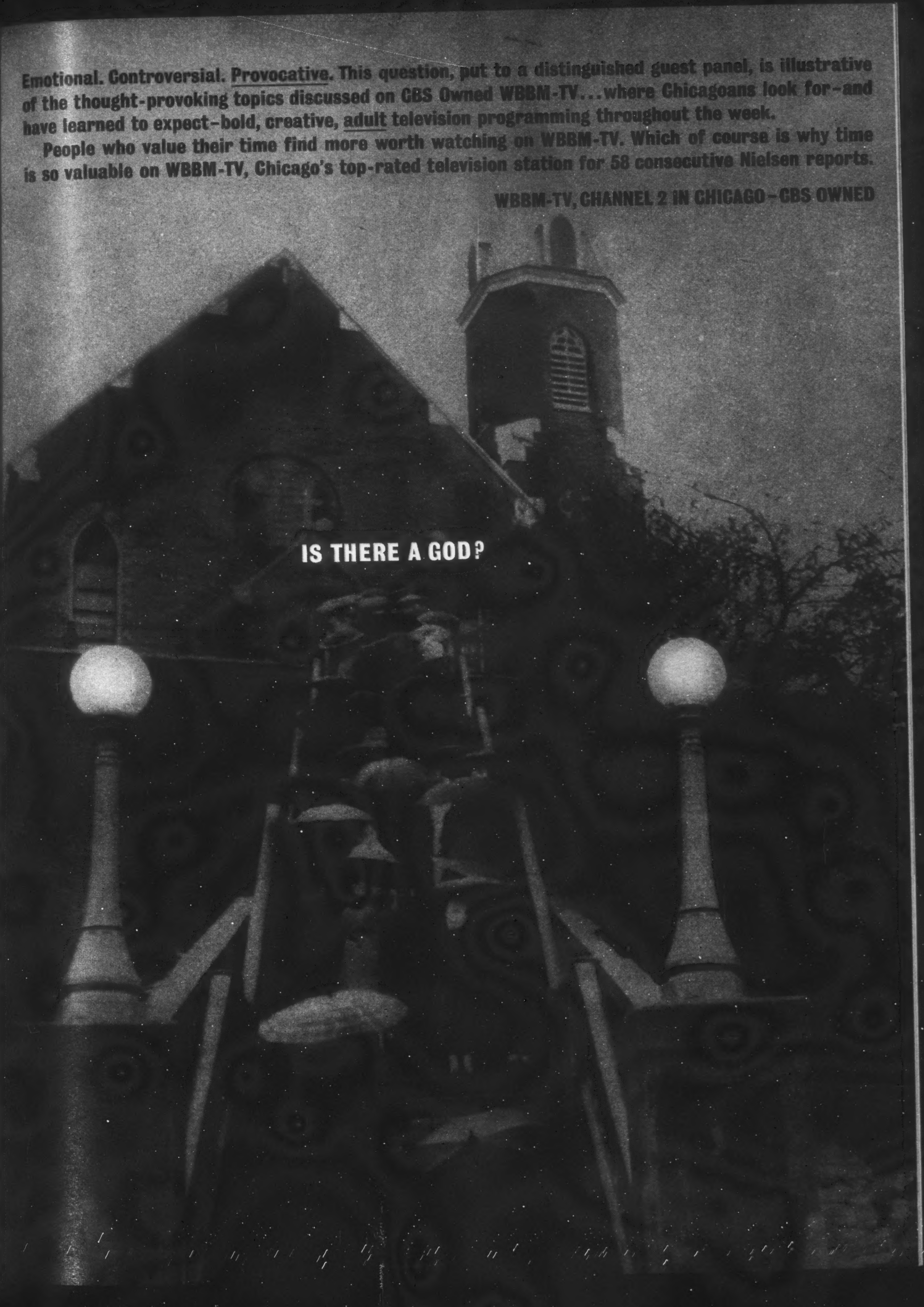


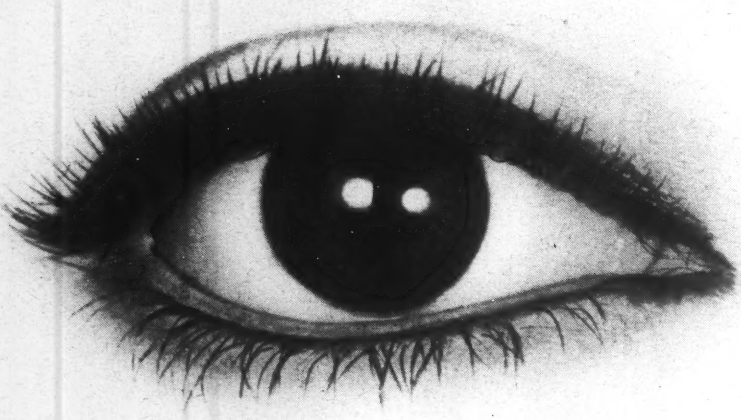
Emotional. Controversial. Provocative. This question, put to a distinguished guest panel, is illustrative of the thought-provoking topics discussed on CBS Owned WBBM-TV...where Chicagoans look for–and have learned to expect–bold, creative, adult television programming throughout the week.

People who value their time find more worth watching on WBBM-TV. Which of course is why time is so valuable on WBBM-TV, Chicago's top-rated television station for 58 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO–CBS OWNED

We have
an eye for
the ladies

and they
have an eye
for us



It is always pleasant to learn that you are more appealing to women than the next man —and if you are a broadcaster or an advertiser it has its practical advantages.

During the average minute of the day, for example, 3,932,000 women have their eye on the CBS Television Network—some 524,000 *more* than are watching our closest competitor and 2,329,000 more than the third network. (Among *young* women our plurality is respectively 461,000 and 937,000.)*

This ability to catch a woman's eye can be attributed in large measure to the variety and dramatic quality of the Network's daytime schedule. It presents the three most popular daytime programs in television, including AS THE WORLD TURNS and THE EDGE OF NIGHT, both of which recently celebrated their 1000th broadcast on the same day. Equally, such courtroom dramas as THE VERDICT IS YOURS and such special documentary programs as WOMAN! seem to be uniquely responsive to the needs and interests of most women. The first has been widely acclaimed by bar associations for illuminating the processes of the law, while the second has provided clear insights into the complexities of raising children and the recent tendencies toward early marriage.

In the hours when television presents programs primarily designed to entertain and inform America's housewives (10 am to 5 pm) the CBS Television Network now attracts 4 per cent more of them than it did a year ago. And it reaches them at an 11 per cent lower cost per thousand than any other network.†

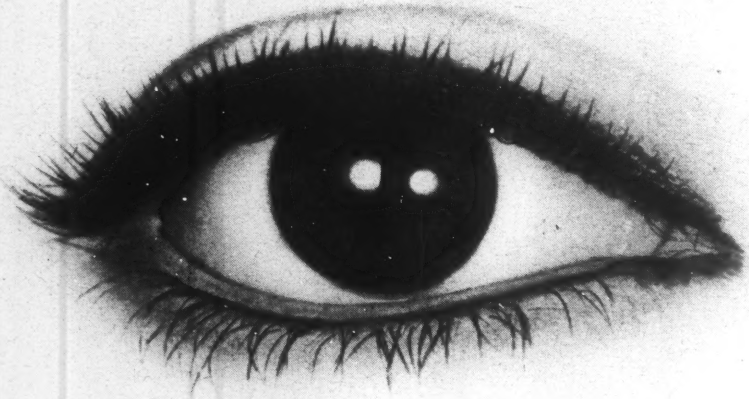
This is why the nation's advertisers are currently spending 2.1 million more dollars a month sponsoring programs on the CBS Television Network than on any other.

**Based on Nationwide Nielsen (AA) Reports, January-April I. and ARB January-March data, Monday through Friday, 10 am-5 pm. †NTI, January-February.*

CBS Television Network

We have
an eye for
the ladies

and they
have an eye
for us



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CBS Television Network

AFA's Proud predicts new ad tax onslaught

Advertising is braced for another onslaught by "the tax termites" in 1961, C. James Proud, president of the Advertising Federation of America, declared Friday (May 13).

He predicted new efforts to tax advertising would be forthcoming. The defeat of those who attempted to impose such taxes in Baltimore, St. Louis, West Virginia, Maine and Virginia [in 1958] "will all have been forgotten and the tax termites will be back again in their efforts to undermine this tool of free enterprise and mass communication," he asserted.

Addressing a Public Utilities Advertising Assn. convention in New York, Mr. Proud noted that "advertising has fared unusually well this year on the state fronts" but has taken "an unmerciful beating from Washington bureaus and Congressional committees." He thought 1961 "is apt to be a time of great tribulation for advertising, because most legislatures will be in session once more."

But now, he said, advertising is prepared for new tax attempts. "We survived Baltimore," he asserted, "and out of it came unity of purpose to defeat such attacks in the future. We survived the scandal of fixed quizzes and payola, and out of it is coming better self-regulation." The advertising industry, he said, is no longer on the defensive against government attacks but has taken the offensive and is moving "to unite as never before in a common resolve to fight eventual dismemberment."

"We must not—and will not—permit ourselves to be singled out as some sort of noisome pariahs or to become whipping boys for either a tax-hungry government or political opportunists who may use our occasional front-window indiscretions for their headline-hunting hearings," he declared. He saw "nothing humiliating or defensive about admitting that less than one percent of all advertising is dishonest or misleading. Show me any other profession which has any better record," he added.

Mr. Proud cited a proposed one percent excise tax on television commercials, designed to pay for educational television, as one of several serious threats now pending. Others included discriminatory municipal, state and federal taxes on advertising, Internal Revenue Service regulations to disallow the deduction of certain institutional advertising as a business expense, and denial of the right to deduct dealers' advertising allowances before figuring the base for manufacturers' excise taxes.

Blair's spot survey

Five radio commercial winners were announced last week in the semi-annual survey of spot radio commercials conducted by Pulse Inc. for John Blair & Co., station representative. The winners: Clark gasoline, through Tatham-Laird, Chicago; Doublemint via Arthur Meyer, Chicago; Kaiser foil, through Young & Rubicam, San Francisco; L&M cigarettes, via Dancer-Fitzgerald-Sample, New York, and Nescafe, through William Esty Co.

The next highest rankings won 10 advertisers honorable mentions. In alphabetical order: Chevrolet, Chock Full O' Nuts coffee, Coca-Cola, Ford, Hoffman beverages, Pepsi-Cola, Piel's beer, Sav-On drugs, Seven-Up and Winston cigarettes. More than 1,500 consumers were interviewed as to which radio commercial heard during the previous week favorably impressed them.

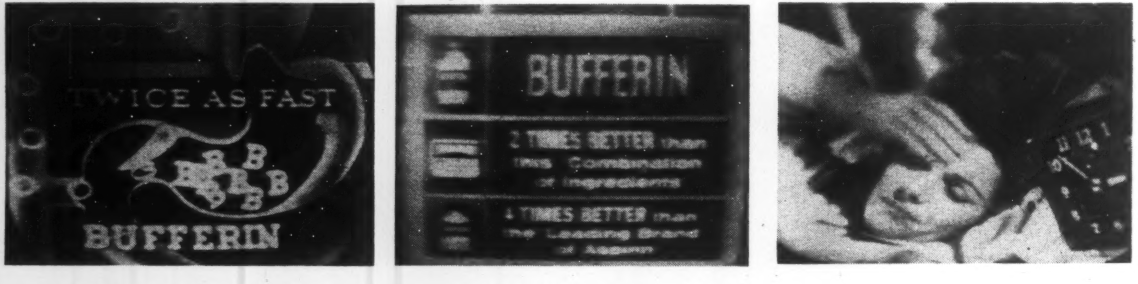
■ Business briefly

Time sales

'Angel' sold ■ General Foods Corp. and S.C. Johnson & Son Inc. signed co-sponsorship of *Angel*, new domestic comedy series, for next season on CBS-TV (Thur. 9-9:30 p.m. EDT). Agencies: Benton & Bowles for S.C. Johnson with GF yet to choose.

Down to cases ■ Procter & Gamble Co. signed with ABC-TV for sponsorship next season of *The Law & Mrs. Jones*, a new dramatic series starring James Whitmore in the role of a "general practioner" of law. Slotted for Fridays, 10:30-11 p.m. EDT, and starting Oct. 7, the series is produced by Four Star Productions. Agency: Compton Adv., N.Y.

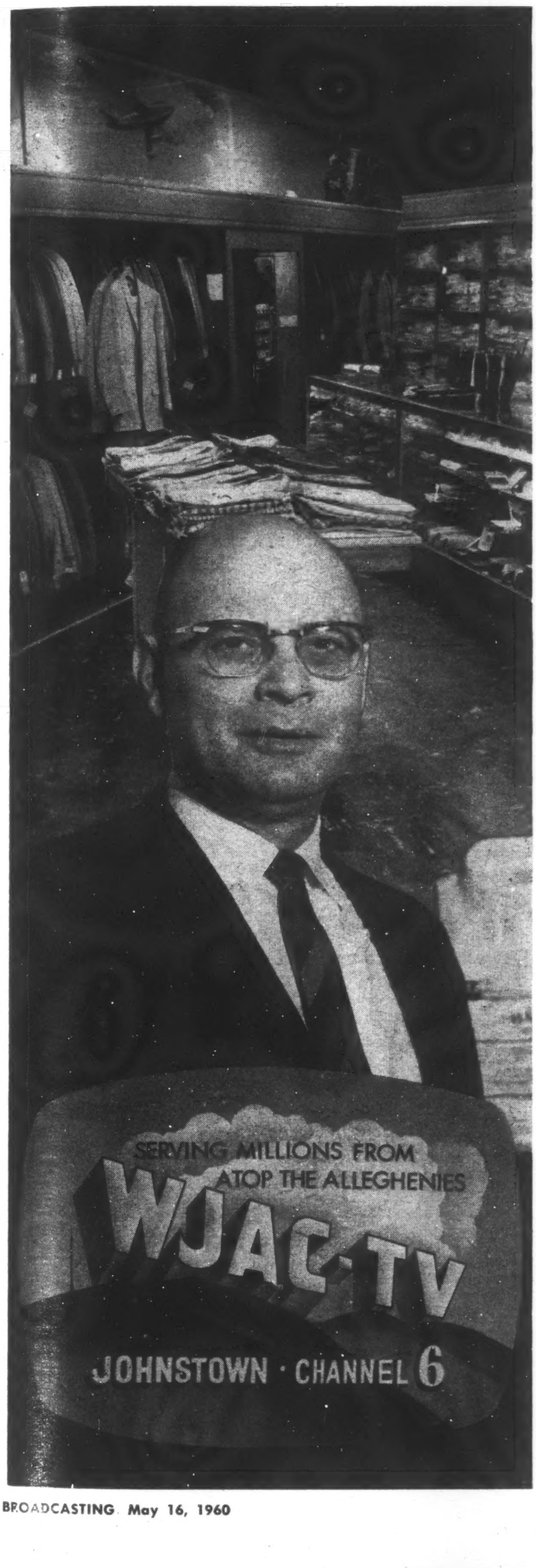
Lands 'Blue Angels' ■ Continental Oil Co. (Conoco), Houston, via Benton & Bowles, N.Y., will sponsor *The Blue Angels*, a forthcoming tv film series, in 68 midwest and southern markets, it was announced by series distributor California National Productions. Production of the 39-half-hours, which dramatize the U.S. Navy's precision-flying team, started recently on the


TWICE AS FAST
B B B B B B
BUFFERIN
BUFFERIN
2 TIMES BETTER than this Combination of ingredients
4 TIMES BETTER than the Leading Brand of Aspirin

Softening the pitch ■ There's a change in the approach of Bristol-Myers' tv commercials for Bufferin "that works twice as fast. . . ." Only a few weeks ago, the advertiser put through a slight modification both in tv and print ads. Effect is to soften just a bit what was traditionally one of the hardest-sell copy lines.

As shown in the series of three pictures above taken from (l to r) the old, then a later and now a new Bufferin commercial, the message has progressed from a portrayal of nearly identifiable competing brands of aspirin and a diagrammatic illustration of how bufferin tablets enter the stomach to a new play on "tension." The frames shown were taken from reports of National Television Monitor Co., New York, a monitoring firm.

The new commercial, prepared by Young & Rubicam, New York, speaks of Bufferin as working "twice as fast as the aspirin in these other products," depicts Bufferin and aspirin in acid solutions. The new commercial eliminates diagrammatic views of the stomach while emphasizing the soothing ability of the product in relieving "stress and strain."



STATISTICS

don't buy clothing..

PEOPLE DO!

There's nothing wrong with statistics. At WJAC-TV we're pleased and proud of the fact that both ARB and Nielsen place us first in the Johnstown-Altoona market.

But statistics alone don't produce sales results. People buy products, and those same people are WJAC-TV viewers. Mr. Robert L. Miller, owner of Miller's Clothing Store, knows about people, and he says:

> "When I advertise on WJAC-TV I know that my ads will be seen by the maximum number of my potential customers. My sales records prove that WJAC-TV produces business for me."

WJAC-TV can produce business for you, too. We have the audience in the Johnstown-Altoona market.

get all the details from

HARRINGTON, RIGHTER AND PARSONS, INC.

IMN-PACT

WITH THE

Inter Mountain Network

The Fastest Growing Area
In the
INTERMOUNTAIN WEST
THE DENVER
METROPOLITAN MARKETS
DENVER • PUEBLO
COLORADO SPRINGS

Served By The
INTERMOUNTAIN NETWORK
DENVER GROUP

KIMN —Denver • KGHF —Pueblo
KYSN —Colorado Springs

FIRST in AUDIENCE
FIRST in SALES

Ask Your Avery-Knodel Man
How To Sell With This
POWERFUL GROUP

YOU too will get the GREATEST SALES results when you use —

Intermountain Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

West Coast. Sam Gallu, creator-producer of *Navy Log*, is producer-director.

First Olympic sale ■ P. Lorillard Co., via Lennen & Newell Inc., N.Y., signed for one-quarter sponsorship of the 20½ hours of CBS News' coverage of the 1960 Summer Olympic Games in Rome, to be seen on CBS-TV beginning Aug. 26 and continuing through Sept. 12. The network says much of the daily Olympic programming will be presented in prime evening time.

Hour of thrills ■ Glenbrook Labs, Div. of Sterling Drug, via Dancer-Fitzgerald-Sample, N.Y., and American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, N.Y., placed sponsorship orders for *Thriller*, new mystery-suspense series starting next fall on NBC-TV (Tue. 9-10 p.m. NYT). Program presents Boris Karloff each week as host and as star in several of the dramas. Hubbell Robinson Productions, with Fletcher Markle as producer, is packaging the series.

P&G likes P&M ■ Next season Procter & Gamble Co. will sponsor a new situation comedy series titled *Peter Loves Mary* on NBC-TV (Wed. 10-10:30 p.m. NYT). Starring Peter Lind Hayes and his wife, Mary Healy, the program is being produced by Four Star Productions, in association with Mirisch Brothers Television and Mount Tom Enterprises. Agency: Benton & Bowles, N.Y.

Backs Burns ■ Hudnut-Du Barry Div. of Warner-Lambert Pharmaceutical Co. signed for the *George Burns Show*, a special musical variety colorcast set for June 7 on NBC-TV (Tue. 8:30-9:30 p.m. EDT). Guest stars include Jack Benny, Betty Grable, Polly Bergen and Bobby Darin. It will be a production of Mr. Burns' packaging company, Banda Productions, and will originate on color video tape in Burbank. Agency: Lambert & Feasley, N.Y.

Back at new time ■ General Foods Corp. and S.C. Johnson & Son will cosponsor *The Ann Sothern Show* next season on CBS-TV, starting Oct. 6 at a new time (Thur. 9:30-10 p.m. EDT). General Foods' order is its second renewal of the show. Benton & Bowles, N.Y., is agency for both.

The Big Five

Of the big money in measured advertising media, five is the charmed figure for tv. Television Bureau of Advertising analyzed expenditures of the top five last year in tv (national spot and network), newspapers, magazines, outdoor, business papers and radio (national spot). It concluded that television got 55.2% of the pie.

The arithmetic:

1. General Motors (and dealers)	$110,164,215
2. Procter & Gamble	105,616,190
3. General Foods	61,049,466
4. Ford Motor (and dealers)	61,041,131
5. Lever Bros.	56,766,422
Total	$394,637,424
Television	$217,941,129

Remembers 'Alamo' ■ United Artists Corp., N.Y., is preparing for tv-spot saturation drive June for John Wayne's $12 million production of "The Alamo." Campaign will be sustained for four weeks in 100 leading markets, with reportedly "thousands" of 10- and 20-second announcements to promote both the UA release and a national merchandising tie-in contest. In association with Popsicle Co., a picture-puzzle coloring contest is planned to reach some 20 million youngsters. Tv spots were placed direct.

Fully loaded ■ Ford Motor Co. and National Biscuit Co. join previously announced R.J. Reynolds Tobacco Co. to make NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m. EDT) fully sold for next season. The series started on the network in September 1957. Agencies: J. Walter Thompson, N.Y., for Ford; McCann-Erickson, for National Biscuit.

Countdown ■ Bristol-Myers Products Div., N.Y., is testing a new antacid, Count Four!, in several midwest markets using television and print. Agency: Ogilvy, Benson & Mather, N.Y.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week May 5-11 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

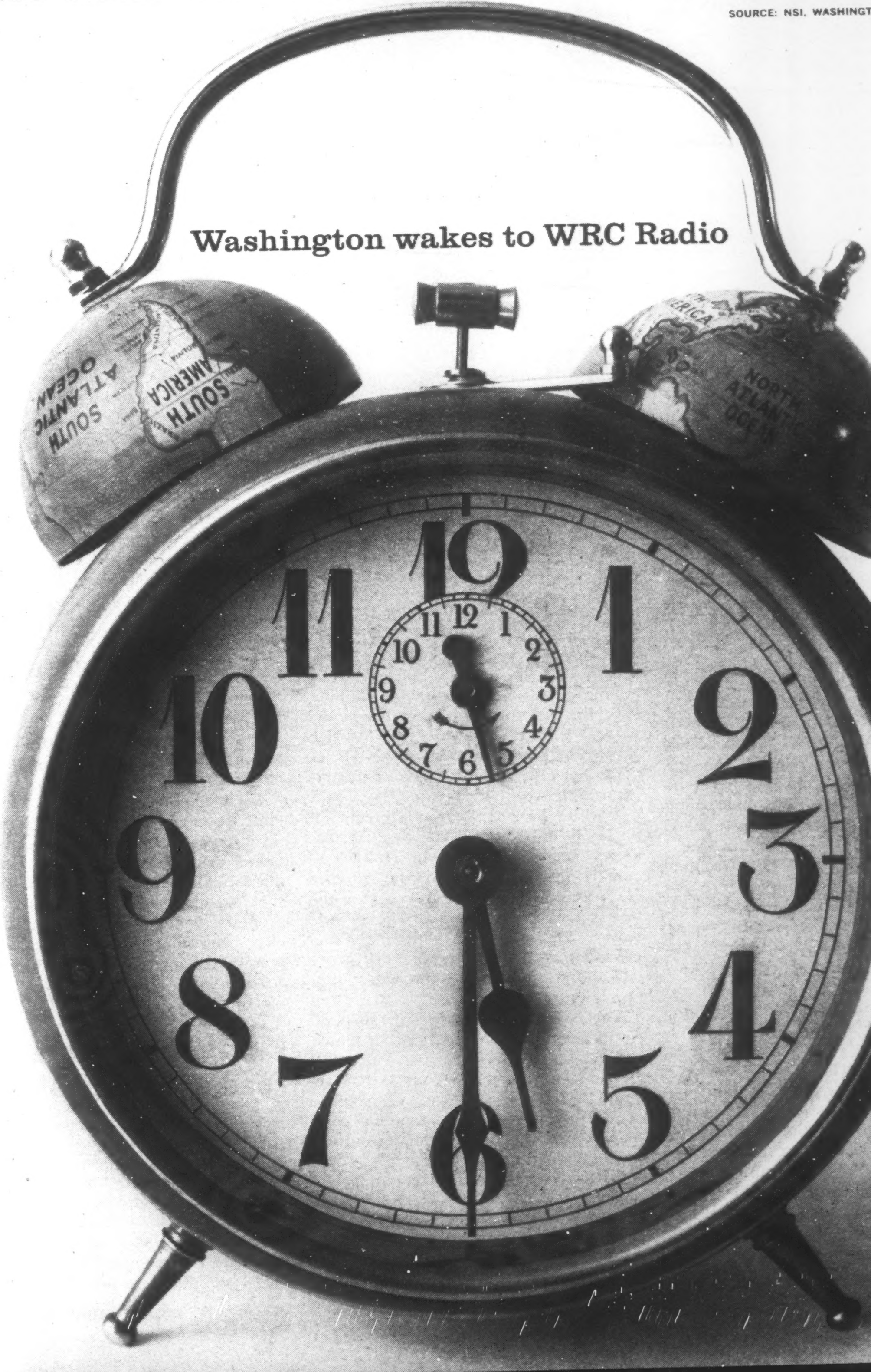
Date	Program and Time	Network	Rating
Thur., May 5	**Untouchables** (9:30 p.m.)	ABC-TV	28.5
Fri., May 6	**Twilight Zone** (10 p.m.)	CBS-TV	21.5
Sat., May 7	**Gunsmoke** (10 p.m.)	CBS-TV	29.0
Sun., May 8	**Loretta Young** (10 p.m.)	NBC-TV	22.1
Mon., May 9	**Danny Thomas** (9 p.m.)	CBS-TV	21.2
Tue., May 10	**Red Skelton** (9:30 p.m.)	CBS-TV	22.8
Wed., May 11	**Wagon Train** (7:30 p.m.)	NBC-TV	26.4

Copyright 1960 American Research Bureau

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program, "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world-wide reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to **THE SOUND OF THE SIXTIES!**

WRC · NBC OWNED · 980 IN WASHINGTON, D. C. · SOLD BY NBC SPOT SALES

SOURCE: NSI, WASHINGTON AREA, DEC.-JAN., 1960.


Washington wakes to WRC Radio
SOUTH ATLANTIC OCEAN
SOUTH AMERICA
NORTH AMERICA
NORTH ATLANTIC OCEAN

SOME NEW NAMES ON NAB'S DOORS

Tower appointment to tv vice presidency heads key changes

Mr. Tower

Mr. Wasilewski

Mr. Bell

NAB has entered the overhauling process.

The industry association's policy committee, named to oversee NAB affairs following the death of President Harold E. Fellows, has made a series of major changes in the official family.

Most important was the appointment of Charles H. Tower, manager of broadcast personnel and economics, to the post of tv vice president. He succeeds Thad H. Brown Jr., who is resigning his vice presidency to enter private law practice.

Two other key changes were made: Vincent T. Wasilewski, manager of government relations, was named director of governmental affairs. This department will include the legal staff headed by Douglas A. Anello, chief counsel. Howard H. Bell, assistant to the president for joint affairs, was named to a second new position, director of industry affairs.

The offices of vice presidents for radio and television will continue to handle matters related to the separate media, according to Clair R. McCollough, Steinman Stations, chairman of the policy group. John F. Meagher is radio vice president.

No successor to Mr. Tower's post was announced. James H. Hulbert is assistant manager of the broadcast personnel-economics unit.

Unanimous Vote ▪ Mr. McCollough said selection of Mr. Tower and the other organizational changes received unanimous vote of the three-man policy group. Other members are G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY Decatur, Ill.

The policy group said the radio vice president, Mr. Meagher, "faces important tasks" including expansion of the Standards of Good Practice for Radio Broadcasters. The standards will be opened to non-member stations and they will move from a voluntary or honor system to an enforcement code with monitoring procedure.

Everett E. Revercomb, secretary-treasurer, will continue to administer association affairs pending selection of a president to succeed Mr. Fellows. He will coordinate NAB departments and direct services to association members.

Mr. Tower joined NAB in 1949, becoming manager of the labor relations unit in 1955. He formerly was with RCA and National Labor Relations Board, and is a graduate of Williams College, Harvard Business School and Boston University School of Law.

Mr. Wasilewski joined the NAB legal staff in 1949, was named chief counsel in 1953 and, government relations manager in 1955. He received his legal degree at U. of Illinois. He has directed NAB's activities on Capitol Hill and at government regulatory agencies.

Coordinator ▪ Mr. Bell joined NAB in 1951 as assistant to the tv vice president and became assistant to the president in 1954. He coordinates state association activities and directs planning for conventions, fall conferences, board meetings and committee projects. He is a graduate of the U. of Missouri School of Journalism. He was at WMAL-AM-TV Washington before joining NAB.

With legal and government activities, Mr. Wasilewski's staff includes Jerome P. McGranaghan, his assistant.

Departments reporting to Mr. Bell include engineering, public relations, research, broadcast personnel-economics, station relations and organizational services.

Code board official cheers Coast progress

"I'm greatly heartened about the outlook for tv programming from Hollywood," E.K. Hartenbower, KCMO-TV Kansas City, chairman of the NAB Tv Code Review Board, said Thursday (May 12).

With Edward H. Bronson, director of tv code affairs for NAB, Mr. Hartenbower spent last week in Hollywood conferring with officials of the Alliance of Television Film Producers and at the west coast headquarters of the tv networks. He also met with individual producers of programs for television, including a number of the major motion picture companies.

The alliance, whose membership comprises the major producers of filmed programs exclusively for tv, is an affiliate subscriber to the tv code, Mr. Hartenbower pointed out, with its member companies pledged to maintain code standards in their programming output. There cooperation with the Code Review Board has been outstanding, he said.

Discussions with the major motion picture producers revealed an interest in effective similar relationships with the code board for their tv program activities, Mr. Hartenbower reported. He noted that more than 80% of the nation's commercial tv stations are now code subscribers as are all three tv networks.

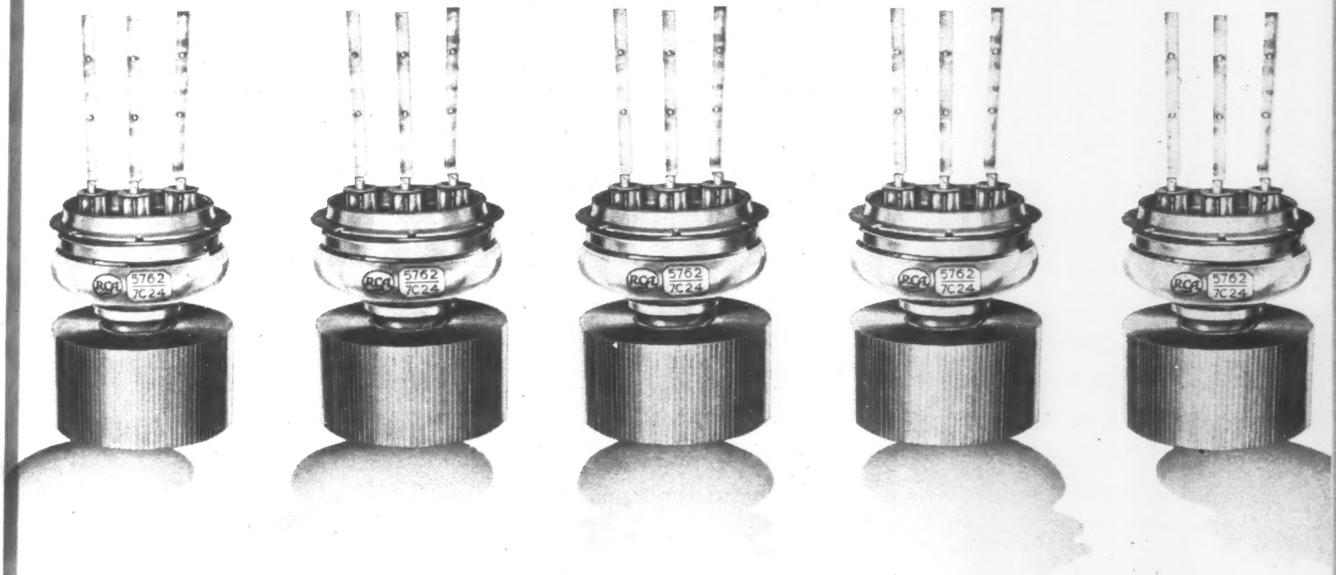
Establishment of a code office in Hollywood last July, with Frank Morris in charge, has been of "tremendous value," Mr. Hartenbower said. He commented that having this office on the spot enables producers to discuss tv program content before the programs have been filmed and thus avoid costly remakes that might be called for if code violations turned up in the completed films.

Fm Broadcasters ready sales push

The National Assn. of Fm Broadcasters, which dealt itself in for aural radio business just prior to the NAB convention, is on the threshold of another major move—negotiating fm representation for its membership.

Just such a plan already has been approved in principle by the NAFMB board of directors and awaits agree-

CHIEF ENGINEER'S REPORT ON RCA-5762



No Signs of Deterioration After Seven Years On-Air

Larry Larson—Acting Chief Engineer at KSTP-TV, St. Paul says:

"Seven RCA-5762s were placed in service in our aural transmitter in January, 1953. *Five of them are still in service after 47,600 hours.* One tube was removed at 37,620 hours, and another after 45,481 hours. The five originals still in service show no signs of deterioration, and look like they've got a good many more hours in them. These tubes have been working mighty hard at KSTP-TV. I think this is outstanding tube performance."

Such extremely long life is exceptional, but many TV broadcasters are discovering, like KSTP-TV, that proper care of their RCA-5762s can help to extend tube life well beyond normal expectancy. And this means substantial reductions in transmitter downtime as well as lower cost per tube hour of operation.

Your RCA Distributor of broadcast tubes is the man to call whenever you need tubes for broadcasting or telecasting operations. He'll always give you prompt, efficient service.

RCA Electron Tube Division, Harrison, N. J.

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

ment by the membership to become a reality. In essence the idea is to have member stations contribute, perhaps, three daily spots, with advertising revenue going to the association for its fm sales campaign. The plan first was conceived at the organization of the NAFMB in Chicago several months ago in connection, then, with a proposed deal involving an automotive concern. However, it was snarled in protocol during the founding session and remained dormant.

The idea of exclusive fm representation is not a new one and may be inevitable, if fm sales can get off the ground. NAFMB officers and directors reportedly have held informal discussions with Keystone Broadcasting System with agreement reached, in principle, on establishment of the project, subject to NAFMB membership approval. KBS officials, however, have refused to make any official comment, but it was learned that the transcription network would be prepared to set up a separate organization for the NAFMB. Representation would include most or all of the nation's top 50 markets, with Keystone selling the stations to advertisers and revenue accruing to the NAFMB for its fm war chest.

CBS INCOME UP, PROFIT DOWN

Income drop laid to record club promotion

Net sales were up 9% during the first quarter but net income was down by almost 3%. That was the report issued by CBS Inc. last week.

Consolidated net income was placed at $6,829,367 as compared to $7,032,686 for the first three months of last year. Current earnings were equivalent to 81 cents a share, as against 84 cents (adjusted for stock dividend) earned in the first quarter of 1959. Net sales for the quarter totaled $121,077,728, compared to $111,052,290 for the same period a year ago.

Board Chairman William S. Paley, who with President Frank Stanton announced the first-quarter results following a board meeting Wednesday (May 11), attributed the slight decline in net income to what he called an unusual and intensive membership drive conducted by the Columbia Record Club. As a result of the drive, club membership—already described, he said, as the world's largest record club—is now at the highest peak in its history.

The board declared a cash dividend of 35 cents a share on common stock, payable June 10 to stockholders of record at the close of business on May 27.

The first-quarter report for CBS Inc. and its domestic subsidiaries was as follows:

	Three months ended Apr. 2, 1960 (13 weeks)	Three months ended Apr. 4, 1959 (13 weeks)
Net sales	$121,077,728	$111,052,290
Cost of sales ...	83,764,491	75,746,993
Selling, general and administrative expenses ..	22,586,331	20,284,599
Operating income	14,726,906	15,020,698
Other income ..	1,024,583	905,963
Other deductions	499,122	462,975
Income before federal income taxes	15,252,367	15,463,686
Federal income taxes	8,423,000	8,431,000
Net income	$6,829,367	$7,032,686
Net income per share	$.81	$.84

Net income per share is based on the average number of shares outstanding during the respective three months' periods, adjusted for 1959 stock dividend. The 1960 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

May 11, 1960

Support for the general's plan?

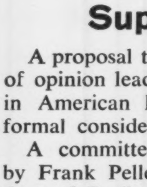
A proposal to set up a symposium of opinion leaders on the role of tv in American life received its first formal consideration last week.

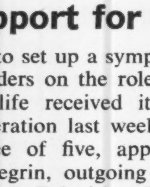
A committee of five, appointed by Frank Pellegrin, outgoing president of Radio & Television Executives Society, held a preliminary discussion in New York. Within the next two weeks, the committee will turn in its recommendations to the RTES board.

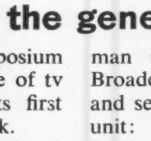
The proposal for the symposium came in a March address before RTES' 20th anniversary dinner. The call for a high-level conference, was made by Brig. Gen. David Sarnoff, RCA board chairman (BROADCASTING, March 14).

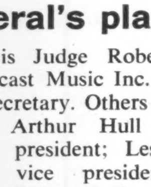
Takes Sounding ■ Mr. Pellegrin, who is an H-R Television vice president, appointed the special project study committee (CLOSED CIRCUIT, April 18). The committee's chairman is Judge Robert J. Burton, Broadcast Music Inc. vice president and secretary. Others serving on the unit: Arthur Hull Hayes, CBS Radio president; Lester Bernstein, NBC vice president, corporate affairs; Robert Salk, Corinthian stations' vice president, programming, and Monsignor Timothy J. Flynn, Archdiocese of New York's director of information.

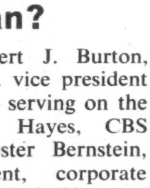
Included in the discussion was a review of blueprints made some four years ago for a joint sponsorship with the New York State Broadcasters of a symposium-type tv study on an annual basis to be held at Syracuse U. Those plans failed to materialize because of a lack of support. Should the initial planning be revived, however, the study would be revised to be representative of a greater segment of the industry.


MR. HAYES


MR. SALK


MR. BERNSTEIN


MR. BURTON


MSGR. FLYNN

$12.5 million sales in fold for NBC Radio

Net sales totaling $6.5 million since February have pushed NBC Radio's 1960 total to $12.5 million and make it safe to predict that this year "will be the most successful year for the NBC Radio network since the early 1950s," William K. McDaniel, vice president in charge of the network, announced last week.

He attributed the success primarily to NBC Radio's new programming format, introduced the first of the year, which concentrates on *Monitor, News on the Hour,* increased news commentary and analysis, sports, special events and public affairs. He said station clearances of network programming now range between 95 and 100%, the highest figure since before 1950.

Mr. McDaniel reported that *News on the Hour, Monitor* sports and such *Monitor* features as Bob Hope and Nichols & May are "completely sold out for 1960." A number of special events including the summer Olympics, the Mobil Economy Run and the World Series also are sold out, he said.

Among advertisers signed since February he listed Du Pont (through

the soft sell

FOR QUALITY FM•AM

A NEW APPROACH TO PROMOTION
WHICH COMPLIMENTS THE STATION'S SOUND.
THE SELL IS SOFT . . . EFFECTIVE
DESIGNED EXPRESSLY FOR THE GOOD MUSIC BROADCASTER.
THE ARTISTRY OF A TEN VOICE ENSEMBLE
TO COMPLIMENT THE UNACCOMPANIED FLOWING STYLE OF THE MUSIC
VARIED MOODS CONTRIBUTE COLOR AND ZEST.
A QUALITY PROMOTION FOR QUALITY RADIO.
ANOTHER QUALITY FIRST FROM FUTURSONIC PRODUCTIONS INCORPORATED.
AVAILABLE ONLY ON
AN EXCLUSIVE MARKET BASIS.

■ FUTURSONIC PRODUCTIONS PRESENTS THE SOFT SELL. A NEW APPROACH TO PROMOTION FOR THE GOOD MUSIC BROADCASTER . . . THE FM STATIONS . . . FOR QUALITY AM. ■ THE SOFT SELL IS A SERIES OF 15 PERSONALIZED MUSICAL I.D.'s . . . WITH VARIED MOODS AND TEMPI . . . THE VOCAL ARTISTRY OF A TEN VOICE ENSEMBLE COMPLIMENTS THE UNACCOMPANIED FLOWING STYLE OF THE MUSIC ■ THE SELL IS SOFT . . . UNOBTRUSIVE . . . BUT EFFECTIVE FOR STATION PROMOTION . . . BUT WHY NOT LISTEN? ■ WRITE FOR AN AUDITION TAPE OF THE SOFT SELL . . . BUT PLEASE ACT PROMPTLY THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS. EARLIEST POST MARKS MUST BE GIVEN INITIAL CONSIDERATION.

FUTURSONIC PRODUCTIONS, INCORPORATED 3101 ROUTH STREET DALLAS 4, TEXAS RI 1-6281

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

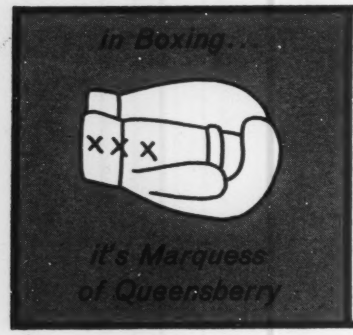
ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

CBS TELEVISION

CHANNEL 7



in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and keep looking, all year 'round, whenever they need information). The 1960 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 18,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. Call or wire collect to reserve space.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

BBDO), Sylvania (Kudner Adv.), Kraft Foods (Foote, Cone & Belding), Aluminum Co. of America (Fuller & Smith & Ross), Midas Muffler (Weiss Agency), "Life" magazine (Young & Rubicam), RCA (J. Walter Thompson), Sinclair Refining (Geyer, Morey, Madden & Ballard), Pepsi-Cola (Kenyon & Eckhardt), Chap-Stick Co. (Lawrence Gumbinner) and Hamilton Beach (Clinton E. Frank).

Rep firm has instant radio buying system

Broadcast Time Sales Inc., station representative, New York, has taken steps to streamline the flow of communications between ad agencies, reps and stations. Earlier this month BTS inaugurated a system of "instant avails," assuring advertisers that their spot buys can be "on the air within the hour." The technique is designed to give advertisers full advantage of radio's immediacy and flexibility, according to the plan's innovator, Carl L. Schuele, president and general manager of the station rep company.

By using a system of advance clearances pre-agreed upon by BTS and its represented stations, "instant avails" enable national advertisers to utilize spot radio as local accounts and can call a station direct, Mr. Schuele said. "Now agencies can meet fast-breaking competition, take instantaneous advantage of extreme weather conditions and announce important discoveries without the usual time lag of several days," he elaborated.

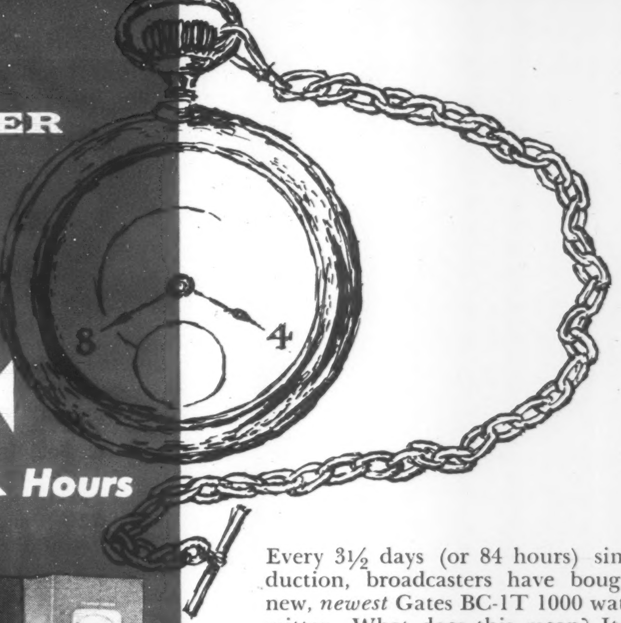
The rep company has an arrangement with 20 stations across the country that three spots per hour may be pre-empted for the "instant avails." When an agency phones BTS with a rush campaign order for any or all of these stations, the commercial copy and instructions are wired immediately to the selected stations, it was explained.

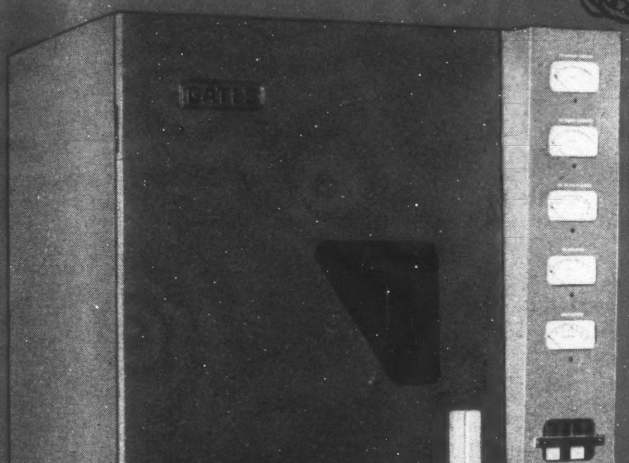
KSXX signs on

Defying the traditional jinx, KSXX Salt Lake City signed on at noon Friday the 13th of May. The 1-kw station which operates on 630 kc is owned by W. P. Fuller III. A news-and-music format is employed with contests and other forms of merchandising aids planned for family participation. George Norman, owner of a broadcast consulting firm bearing his name, is general manager. Robert Hansen is KSXX's sales manager; K. K. Mulligan its business manager. News director is Bart Tolleson, formerly managing director of KURL Billings, Mont. John Kruse is production director and Bill Schwarz is chief engineer.

SOLD TO A BROADCASTER

Every 84 Hours





Every 3½ days (or 84 hours) since its introduction, broadcasters have bought a brand new, *newest* Gates BC-1T 1000 watt AM transmitter. What does this mean? It means that more BC-1T's have been sold to broadcasters than all other 1 KW models combined. It means that the Gates BC-1T is the largest selling 1000 watt broadcast transmitter manufactured in the *world* today. Here are 10 reasons why:

- Lower low frequency response than any kilowatter made today—for the *new sound.*
- Crisp sparkling *new sound* highs through extended high frequency response.
- Lower than low noise via the largest filter system of any 1 KW made today.
- Inbuilt dummy antenna, full size for 100% modulation with fail safe included.
- 50 cycle transformers throughout. 60 cycle American users have a 20% bonus safety factor as 50 cycle transformers must be built that much larger.
- No back door, all servicing from the front, including dead front, too. Save valuable floor space by installing near or against the wall.
- All relay control and protection, no circuit breakers. Easiest transmitter manufactured to remote control.
- Dual suction cooling with filtered air intake at bottom front.
- RF driver is modulated along with final amplifier for lower distortion at high modulation.
- Big Gates-made edgewound variable inductors in final tank and Pi-Net . . . no variable air condensers to flash over.

Gates has 100 — yes, *100* — BC-1T 1000 watt transmitters for fast delivery, for those stepping up to the new—the brand new, *newest* Gates BC-1T. Yes, we'll trade!

BC-1T price, $4,595.00 with tubes and crystal. For Class IV operation, 1000/250 watts, $4,670.00 complete. Delivery immediate. Terms where desired.

HARRIS INTERTYPE CORPORATION

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KOOO Omaha, Neb.: Sold by KOOO Corp. (James Fenlon, president) to group headed by Mack Sanders for $275,000. Buyers also own KSIR Wichita, Kan. KOOO is on 1420 kc with 1 kw. Transaction handled by Blackburn & Co.

■ WGEZ Beliot, Wis.: Sold by Angus D. Pfaff, owner of WNMP Evanston, Ill., to Howard Miller Enterprises & Consultants Inc. for $123,000. Purchaser is owned by Howard A. Miller, 55% owner of WFOX Milwaukee, Wis., and Chicago air personality. WGEZ operates on 1490 kc with 250 watts.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* For The Record, *page 117).*

■ KITE San Antonio, Tex.; Sold by Connie B. Gay to Townsend U.S. & International Growth Fund Inc. for aggregate $800,000. $167,666 will be paid in cash, balance of $421,985 in Great American Industries stock valued at $3.00 per share. Buyer also assumes $300,000 in obligations. Townsend U.S. is a mutual fund firm headed by Morris M. Townsend. Great American Industries owns 13% of outstanding stock of Townsend U.S., with which singer Pat Boone is associated. Mr. Gay bought KITE for $250,000 in 1958.

■ KFMU (FM) Los Angeles and KFMW (FM) San Bernardino, both California: Sold by Sherrill Corwin (Metropolitan Theatres Corp.) to Rogan Jones (International Good Music Inc.) for $225,000 and $100,000 respectively. Mr. Jones owns KVOS-AM-TV and KGMI-FM Bellingham, Wash.

■ KFMJ Tulsa, Okla.: Sold by Fred Jones to Tulsa Great Empire Radio Inc. for $160,000. Purchasers are Bernice L. Lynch, 72%, and F.F. (Mike) Lynch, 28%. Great Empire is licensee of KBYE Oklahoma City, Okla.

■ WPAR; WAAM-FM Parkersburg, W. Va.: Sold by the Friendly Group (WSTV Inc.) to Memorial Foundation, a non-profit corporation headed by Rev. H. Max Good, for $157,500. Rev. Good is pastor of Christ Memorial Church, Columbus, Ohio.

■ WSTN St. Augustine, Fla.: Sold by Harold W. Critchlow to D&R Broadcasting Corp. (John H. Riggs, president) for $82,000. Majority stockholder is Leonard Desson, 95%, retail poultry farmer. Commissioner Robert E. Lee dissented on ground that the seller had not owned the station a sufficient amount of time. Mr. Critchlow purchased the station in July 1959.

Four Texas am outlets offered in combination

Under the group name of "The Texas Quadrangle," four radio stations in that state will become available in combination, starting June 1, it was announced by the Katz Agency, New York. In a single buy, advertisers will be offered market coverage via KNUZ Houston, KONO San Antonio, KBOX Dallas and KXOL Fort Worth.

The station's rate cards have been revised to make them identical in format and arrangement. A separate card sets forth the group rates available to advertisers who buy an equal number of units on each of the Quadrangle stations within a seven-day period.

Sweeney lists ways government can be aid

Radio's advertiser investment will reach $1.3 billion in the next decade, Kevin Sweeney, president of Radio Advertising Bureau, told the May 10 luncheon of the Washington Ad Club. The club session was held in honor of National Radio Month.

Mr. Sweeney said agencies are proving they can create memorable advertising impressions. He said there currently are 41 million auto radios, each played an average of 300 hours a year. Radio listening, he reminded, fits into all sorts of household, office, shop and outside activities.

He offered this list of ways government can help radio. These include recognition of the fact that stations are basically small enterprises, locally programmed. He suggested that the public interest can be better served by granting additional time to public service causes. Government should encourage stations to express an opinion about their communities and provide informal guidance as well as tolerance, he said.

Mr. Sweeney contended a fulltime license in a top 100 market should be awarded only to those who will use it to capacity as an instrument for public good and as a successful business. He said stations, while mostly small enterprises, are becoming increasingly

SERVICE
WITH
DISCRETION

Your broker at Blackburn & Company is a highly skilled professional. By careful examination of inquiries, he will select the correct buyer for your property at the most equitable price. He does not publish a list. Your station is sold quickly, confidentially, satisfactorily. When selling, contact:

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company
Incorporated
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

part of the profile of a great radio station . . .

MORE WFBR LISTENERS SPEND MORE ON FOOD

TV GUIDE
TV GUIDE
Gillette
OR BLADES
FLAV-R STRAWS
EGGS

In the WFBR audience, there are proportionately 11% more households which spend more than $20 per week on food than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

DOWN TO
GEHENNA OR
UP TO A THRONE...

or wherever else you want to go, old time-snagger . . . the way to go is with the best, as Wade Hampton used to say when I rode with his South Carolina Redshirts. "Ambrose," he said (that's me, Major Ambrose W. Sellingforce), "some day you'll be able to reach the whole great State of South Carolina, or plumb near, with one buy, WIS-TV, in Columbia, at the hub of the state with that 1526-foot antenna." Foresighted fella, he was, just like me. Here it is, WIS-TV, MAJOR SELLING FORCE IN SOUTH CAROLINA, old superlative!

HE TRAVELS
THE FASTEST WHO
TRAVELS ALONE!

That's the way it is when you travel with WIS-TV, old snake-killer—way out ahead of the pack. Like taking the north bank of Antietam Creek without getting your feet wet. Or as I always say:

Bet that's the first time you ever saw a live human being utter a map.

WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA

a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

valuable—$55 million for 21 am stations in Los Angeles county (estimate).

He advised the government not to be subjective about radio programs and to remember a medium serving 160 million radio sets must program for all of them.

"Finally it's time to examine some of the administrative guides to regulating radio," he said. "This is a brand new industry since 1945 with totally different problems and opportunities for service." As an example of one area that might be explored, he suggested a single company be allowed to operate 10 or even 15 stations without exerting an undue business or editorial influence.

ANOTHER CANON 35 HASSLE

Two justices, NAB spokesman take sides

The battle of Canon 35 vs. freedom of courtroom access continued last week in the Mountain States and Washington, D. C.

Supreme Court Justice William O. Douglas told the U. of Colorado Law School the courtroom is "as sacrosanct as a cathedral" and no broadcasting or picture-taking should be allowed.

Chief Justice P.O. Sathre, of the North Dakota Supreme Court, said in Bismarck, N.D., he would not be opposed to trial broadcasts under specified conditions.

In Washington, Frank P. Fogarty, Meredith Broadcasting Co., chairman of the NAB Freedom of Information Committee, criticized Justice Douglas' position on the canon, which bans courtroom broadcasts. He said:

Church-Like ■ "Justice Douglas compares the courtroom to the sanctity of a cathedral. We would point out that radio and television have long since demonstrated their ability to bring both the courtroom and the cathedral to the public and still preserve the dignity and decorum which are inherent in each.

"He speaks of the courtroom as a 'quiet place' by tradition and seems to feel that the rendition of justice is in inverse proportion to the number of witnesses to a trial. We do not believe that a large courtroom—even if this courtroom is made large by electronic means—is less conducive to justice than an isolated room limited to a few. Certainly the public has a right to see and hear its officials in the performance of their duties."

Justice Douglas took the position that freedom of the press in general did not permit incursions on fair trial, noting the guarantee of a public trial inherent in the Sixth Amendment. He said the guarantee "is for the benefit of the accused, not the press."

He feared tv would increase witness tensions not conducive to the quiet search for truth. He shouddered to think "what television would do to trials having a political cast—where the accused is unpopular, where the charge is inflammatory." He criticized broadcast coverage of Congressional hearings, saying they tended to make the whole nation a jury condemning men on partial evidence.

Justice Douglas warned against the dangers of giving influence over the judicial process to owners of newspapers, radio and television stations. "We have had publishers who were tyrants and sought to impose their will on the courts as well as on the people," he said. He mentioned "editorials demanding that cases be decided this way or that."

N.D. group to argue

North Dakota broadcasters will have a chance to argue their side of the case for courtroom broadcasting at a June meeting with the state's bar association. Chief Justice P.O. Sathre, of the North Dakota Supreme Court, told the North Dakota Broadcasters Assn., which met May 6-7 in Bismarck, that he will name a judicial council committee to consider the problem. Roy Ilvedson, state bar president, said he would name a similar group.

Justice Sathre said he "would not be opposed to broadcasting or televising of trials, provided the entire trial would be taken into consideration and broadcast or televised when the trial was in the public interest. We want orderly proceedings, and the public to know that our courts are conducted in a dignified, orderly manner." He added that if the trial involves issues in which the public is interested, people are entitled to receive the information.

Rep. Quentin Burdick (D-N.D.) said, "I lean in the direction of the broadcasts of trials. I believe we should have as little secrecy as possible in government, and if we could have television of proceedings where it would not interfere with the operation of the court, I believe such proceedings should be broadcast."

AFTRA strikes WNEW

Metropolitan Broadcasting Co.'s WNEW New York was struck last week by 20 American Federation of Television & Radio Artists announcers and disk jockeys. The strike began at 5 a.m. Monday (May 9), five hours before the company held its annual stock-

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central Surveys Study (Feb. 1960) Ask Katz for the facts	**Most Watched Station . . . KRNT-TV!** Most Believable Personalities . . . KRNT-TV! Most Believable Station . . . KRNT-TV! Most People Would Prefer KRNT-TV Personalities As Neighbors! Most People Vote KRNT-TV The Station Doing the Most to Promote Worthwhile Public Service Projects!
Nielsen (Feb. 1960) Ask Katz	**Wonderful Ratings on KRNT-TV!** The Points Where Your Distribution is Concentrated
ARB (Mar. 1960) Ask Katz	**Wonderful Ratings on KRNT-TV!** The Points Where the Points Count the Most for You.
Ask Katz about Central Iowa Advertisers	**See for yourself** the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION

TV'S AUDIENCE KEEPS GROWING

Nielsen reports average home is watching more each day too

The television audience continues to grow. Two researchers testify to this in comparisons of first-quarter 1960 audience with first-quarter 1959.

A.C. Nielsen Co. says the average home is leaving the set on four minutes more per day this quarter, for a 5-hour-and-53-minute record.

Sindlinger & Co. says, however the average adult (12 years old and over) is spending 52 minutes less each day with the visual medium than in the comparable quarter last year, for a 2-hour-and-20-minute average day's viewing currently per person. Nielsen concedes a 3% nighttime loss in homes for the average program.

Nielsen quarterly trend figures were released last week by Television Bureau of Advertising, along with a wrap-up report for 1959 that showed a slight loss in the annual viewing day. Sindlinger's research is from the company's monthly National Media Activity service. These are the audience grosses the two show.

Nielsen's count of homes using tv the average minute of the first quarter:

	1960 (000's)	1959 (000's)	% Change
Total Day	14,615	14,065	+3.9
Morning	6,599	6,189	+6.6
Afternoon	12,234	11,440	+6.9
Evening	22,389	21,912	+2.2

Nielsen monthly trends show total audience decreasing from a January high both years but building to a March high in the morning the two years. Afternoons and evenings both drop off from January to March but in every case there is a net gain over 1959. The March 1960 afternoon audience for 1960 registered the greatest annual gain, bettering the 1959 figure by 8.8%, paced by the January morning audience which was 8% greater than January last year.

Sindlinger Head Count ■ The average daily adult audience for television the first quarter this year was 95.6 million, Sindlinger reports. Last year it was 94.4 million. These millions spent respectively 223.4 million hours and 302.3 million, for average daily time this year of 2 hours and 20 minutes and 3 hours and 12 minutes last year. The attrition is laid to daytime fare and tv movies by Sindlinger. The 2-hour-20-minute average day duplicates that reported for last-quarter 1959, which was down from a fourth-quarter 1958 mark of 3 hours and 3 minutes. The analyst says that while prime nighttime viewing held up this quarter, tv movie viewing dropped from 1 hour and 37 minutes in first-quarter 1959 to 1 hour and 21 minutes in that quarter 1960, a decrease of 16.7%. No comparative figures were offered for day or night.

Sindlinger's prime-time generalization is not borne out by the Nielsen report of a 3% loss in homes for the average evening program last quarter below that period in 1959. At the same time, Nielsen records a striking quarter's gain in daytime homes for the average weekday show: 12.2%.

Nielsen's average-program breakdown and per-home time summary:

	No. Programs	Ratings	Homes Reached (000)
Avg. Eve. Prog. (Sun.-Sat.)			
Jan. 1959	124	24.3	10,127
Feb.	122	24.5	10,205
Mar.	124	23.9	9,934
Jan. 1960	130	23.1	9,789
Feb.	134	23.4	9,942
Mar.	135	22.8	9,629
Jan.-Mar. '59	123	24.2	10,088
Jan.-Mar. '60	133	23.1	9,786
Avg Daytime Prog. (M-F)			
Jan. 1959	79	8.8	3,587
Feb.	73	7.6	3,112
Mar.	73	7.4	3,022
Jan. 1960	75	9.5	3,950
Feb.	74	8.3	3,422
Mar.	75	8.6	3,571
Jan.-Mar. '59	75	8.0	3,250
Jan.-Mar. '60	74	8.8	3,648

Time Spent Viewing

	1960	1959
January	5:59	5:55
February	5:52	5:52
March	5:47	5:40
January-March	5:53	5:49

Radio and the Rest ■ Radio's audience and average listening day both suffered a seasonal drop last quarter, Sindlinger finds, while newspapers hewed to the 1959 line and magazines gained readers but lost in daily reading time among adults. The averages:

	1st Quarter 1960	1st Quarter 1959
Radio		
	69.6 million daily listeners	74.7 million
	128.9 million hours a day	159.4 million
	1 hour and 51 minutes personal listening day	2 hours and 8 min.
Newspapers		
	105.8 million daily readers	105.8 million
	66.7 million hours a day	66.7 million
	38 minutes reading day	38 minutes
Magazines		
	45.4 million daily readers	42.6 million
	28.2 million hours a day	30.3 million
	37 minutes reading day	43 minutes

Nielsen Viewing Year ■ Books were closed on 1959 with a 3.3% gain in

---

holders' meeting (see below). The station remained on the air using supervisory personnel.

Both parties said the strike's main issue was the union's demand that the station keep discharged personnel on the air for eight weeks after being fired. The station's contract with AFTRA had expired March 31, but management said negotiations had been proceeding smoothly since that time and that the strike was completely unexpected. The matter went before the New York Mediation Board Tuesday, but no decision had been reached by Thursday although parties indicated progress was being made.

AFTRA noted the 8-weeks retention would be only for employes fired "not for cause." The issue of what is or is not "cause" would be arbitrated, it said.

The station labeled AFTRA's action "the millionaires' strike." It said that WNEW personnel were the highest-paid in the nation, and that the union demand was without precedent. The station said it had offered a new contract raising the talent guarantee from $15,600 a year ($300 per week) to $17,680 a year ($340 per week), and had offered to extend vacations from three to four weeks after five years' service. Severance pay was not an issue, the station said: It offered a severance plan ranging from $2,720 to $52,000.

Metropolitan Bcstg. hears profit report

It was a rosy picture that was presented to stockholders of Metropolitan Broadcasting Co. in New York last week.

John W. Kluge, chairman and president, said sales rose from $12,081,150 in 1958, to $13,855,314 in 1959, with net income up from $302,035 to $1,416,108. Earnings were 91 cents per share in 1959, compared to 20 cents per share in 1958. Mr. Kluge was bullish about prospects for the future, pointing out that first quarter 1960 earnings already had reached $6,936,936, better than half the entire 1959 earnings. He noted that these first quarter earnings reflected only partial income from some newly acquired properties (WIP Philadelphia, the Foster & Kleiser outdoor advertising company) and did not include properties whose purchase awaits FCC approval (WTVP [TV] Decatur, Ill., and international station WRUL).

The company's proxy statement listed compensation to officers in 1959 as follows: Mr. Kluge, $65,146; Bennet H. Korn, executive vice president in charge of tv and general manager of WNEW-TV, $70,000; John V. B. Sullivan, vice total audience over 1958 and a three-minute loss in viewing time to a 5 hour and 2 minute home viewing day in 1959. This is a slight setback from the expected year average before December figures were in (BROADCASTING, Feb. 15). At that time it was predicted to hold at the 1958 level. Nielsen recorded no change in homes for the average evening program in 1959, but the average weekday program reached 7.8% fewer homes. Yearend details:

Homes Using Tv, July-Dec
(Avg. Min. Aud.)

	1959 (000)	1958 (000)
Total Day	11,682	11,313
Morning	5,133	4,683
Afternoon	9,642	8,974
Evening	18,119	18,068

Total Audience, Full Year
Ratings and Homes
Avg. Eves. Prog. (Sun.-Sat.)

	No. Programs	Ratings	Homes Reached (000)
1958	124	22.0	8,921
1959	123	21.3	8,920
Avg. Wkday Daytime Prog. (M-F)			
1958	62	7.8	3,098
1959	70	7.0	2,857

Tv's rosy summer picture

Just as summer is nature's growing season, so it is in television. Television Bureau of Advertising, New York, last week released a bulletin which throws cold water on skeptics' claims that summer television withers on the vine.

Since 1955, TvB says, television homes have grown 37.3% and each home has increased its tv viewing by 8.3% during the months of July and August (from 3 hours 48 minutes in 1955 to 4 hours 7 minutes in 1959). Daily home hours of tv viewing for the two-month period have increased 48.9%, rising from 1.2 billion hours in 1955 to 1.8 billion hours in 1959, it was reported.

An increase of 49.1% is said to have taken place in the number of U.S. homes viewing tv during an average minute in the two summer months, changing from 6.8 million (21.1%) in 1955 to 10.2 million (22.9%) in 1959. TvB's source for the above figures is A.C. Nielsen.

Positive Signs ▪ Nearly as many people watch tv in summer as in other times of the year, according to a Nielsen study for TvB. While "94% of tv homes view nighttime television in a typical March week, 91% [watch] in a typical August week." A positive sign of tv's summer growth is the 53% increase in network tv billings over the past five years, TvB said.

Network tv investments for July, August and September rose from 93.4 million in 1955 to $142.6 million last year. In the past four years, since figures are not available for 1955, spot tv billings jumped 54%, the bulletin adds. Spot tv investments in the three-month period were $83.9 million in 1956 and last year amounted to around $129.6 million.

Situation comedies have most viewers

Among evening programs, situation comedies attract the largest number of viewers per set. In the daytime, film re-runs of night shows pull the most.

These are among the highlights of a study, based on American Research Bureau audience composition figures, prepared by NBC-TV researchers. The study covers the period March 1-7. It was found that during this time the number of viewers per set was "slightly higher" than at the time of a similar study last October, the report noted.

During the average evening during the March study, the number of viewers per set averaged 2.29—an average that was exceeded by situation comedies (2.48), western dramas (2.42) and variety and adventure shows (2.30 each). Categories falling below the average were mystery and suspense dramas (2.16), quiz and audience participation shows and general dramas (2.13 each), documentaries and news programs (1.92), interviews (1.91) and sports (1.66). As a whole, one-hour shows (2.34) attracted larger audiences per set than either half-hour programs (2.26) or 90-minute productions (2.22), the report shows.

Although below the average on total viewers per set, quiz and audience participation programs were found to be the biggest nighttime attraction for adults—1.73 per set.

By night of the week, viewers per set ranged from 2.47 on Sunday to 2.17 on Wednesday. The Monday-Friday average was 2.23; the full-week average 2.29.

Among daytime shows the average program attracted 1.61 viewers per set. This average was exceeded by popular music—a category in which there was only one entry, the *Dick Clark Show* on ABC-TV (2.04)—and film re-runs (nine entries averaging 1.74 viewers per set). Among other categories, quiz and audience participation shows averaged 1.55; serials and general drama 1.40 each and interviews 1.56.

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president-general manager of WNEW radio, $68,653; Bernard Goodwin, ex-president and consultant, $77,884, and Richard D. Buckley, ex-president and consultant, $62,653. Mr. Goodwin resigned as president in January 1959, was retained as a consultant for eight years at $75,000 for the first year and $25,000 for each succeeding year. Mr. Buckley, who succeeded Mr. Goodwin, was himself succeeded as president by Mr. Kluge in March 1959, then resigned as a director in April 1959, with a one-year consultancy from that date at $60,000.

The company noted that new employment contracts had been negotiated with Messrs. Kluge, Korn, Sullivan and Laurence H. Odell (president of Foster & Kleiser). Mr. Kluge will receive $100,000, Messrs. Korn and Sullivan $70,000 and Mr. Odell $85,000. Benedict Gimbel, vice president in charge of WIP Philadelphia, which was sold to Metropolitan last year, receives $35,000 a year under an employment contract until 1970, which at his option can be changed to a consultancy at $25,000 a year after January 1962.

The stockholders re-elected directors and approved a new restricted option plan for grants to key employes.

Other Metropolitan stations include WNEW-AM-FM-TV New York, WTTG (TV) Washington, WTVH (TV) Peoria, Ill., KOVR-TV Stockton-Sacramento, Calif., and WHK-AM-FM Cleveland.

Capital Cities income

A net income of $205,916 for the first quarter of 1960, as against $76,940 for the same period in 1959, was reported last week by Frank M. Smith, president of Capital Cities Broadcasting, at the company's annual meeting in Albany, N.Y. Earnings per share amounted to 18 cents, as compared with 7 cents last year at this time. Earnings from WPRO-AM-FM-TV Providence, acquired by Capital Cities in April, 1959, accounted for a large part of the sharp increase.

The net broadcasting income for first quarter, 1960, was $1,798,163 as compared with $714,348 for the same period in 1959. Operating profit before depreciation was $574,815 ($185,956 in 1959); income before taxes, $311,807 ($83,090 last year); and net income ($205,916) plus depreciation ($163,910) amounted to $369,826 for 1960 first quarter and $166,154 in 1959.

Other Capital Cities' stations include WROW-AM-FM, WTEN (TV) Albany, N.Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

PBN
Salutes

MICHIGAN - YOUR OPPORTUNITY

MICHIGAN
WEEK
MAY 15-21

where
Paul Bunyan Network
Covers

89,654 Television Homes
72,670 Radio Homes

25 Northern
Michigan Counties
Parts of Canada

Paul Bunyan Network
NBC
Les Biederman
General Manager
abc

national representatives
Venard, Rintoul & McConnell

OLD TIMERS' DAY

RTES luncheon honors industry pioneers

Veterans of the broadcast business were saluted May 11 when the Radio and Television Executives Society met with the Broadcast Pioneers at an "Old Timers' Day" luncheon in New York. The event is part of RTES' celebration of its 20th anniversary.

For his role as Commerce Secretary during radio's early development, Herbert Hoover was honored with a citation. An acknowledgement from Mr. Hoover said in part: "On this happy occasion I will not expand my forebodings to you of 37 years ago as to commercials. However, even in the pain of singing commercials, I justify even these by the realization that from the support of advertisers you have kept the wave-lengths and channels in the safer hands of private enterprise rather than in those of government."

Persons with the greatest longevity in various categories of the broadcasting industry were announced at the luncheon. RTES members previously had submitted nominations, which were then screened by a committee. Results: William Hedges, NBC vice president, oldest RTES member; Ida A. McNeil, 38 years an owner of KGFX Pierre, S.D., oldest living broadcast licensee; Thomas H. Cowan, chief announcer at WNYC New York, oldest announcer or on-the-air personality (39 years); Goodman Ace, creator of *Easy Aces* and other programs, oldest script writer still active; Wendell Hall, "the red-headed music maker," of Chicago, oldest performer; Judith Walker, Chicago, who is now consultant to educational radio-tv stations, most years as public service broadcaster; Julius F. Seebach, New York, most years as radio producer; Raymond F. Guy, NBC senior staff engineer, oldest engineer; Arthur M. Tolchin, WMGM New York, oldest station salesman; Willam H. Ensign, CBS New York, oldest network salesman; John Royal, NBC, New York, oldest program manager; Edward Voynow, Petry Co., Chicago, oldest rep salesman; Charles Michelson, New York, oldest transcription salesman, and Elizabeth Balck, Cohen, Dowd & Aleshire, New York, most years as agency timebuyer.

New RTES officers also were installed at the luncheon. Richard S. Salant, vice president, corporate affairs, CBS Inc., succeeds Frank E. Pellegrin as president. Mr. Pellegrin and Merle Jones, outgoing president of Broadcast Pioneers, jointly presented a memento of appreciation to Arthur Godfrey, who also appeared on the program. Sol Taishoff, editor and publisher of BROADCASTING Magazine is president-elect of Broadcast Pioneers.

Sealing the pact ■ Signing the contract that will join WRVA-TV Richmond, Va., to ABC-TV as a primary affiliate effective May 30 is Barron Howard (1) vice-president and general manager. On hand to welcome the station into the fold are ABC-TV President Oliver Treyz (seated) and Ralph Hatcher, ABC-TV's manager of tv station relations.

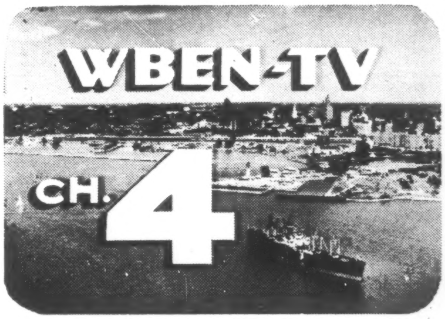
■ Media reports

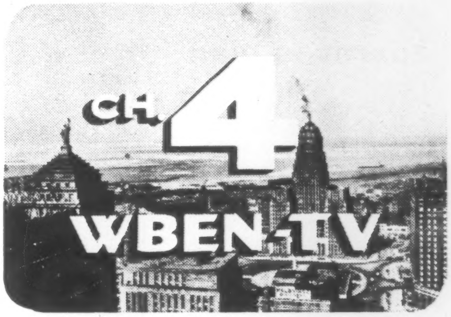
Radio scholarship ■ Jean Taylor, a freshman at New Mexico State U., has won the first $500 scholarship in radio journalism awarded by the New Mexico Broadcasters Assn. The award was established by the broadcasters in memory of the late John J. Dempsey, former governor of New Mexico.

NBC Radio invades Vermont ■ WCAX Burlington, Vt. (620 kc, 5 kw) becomes an NBC Radio affiliate, effective June 1. It is NBC Radio's first full-time affiliate in Vermont. WCAX currently is affiliated with CBS Radio.

Income rise ■ Wometco Enterprises reports net income for the first 12 weeks of 1960 is up 17.4% over the comparable period of 1959. Net income after taxes was $200,321 as compared with $170,644 in that period last year. Gross earnings in 1960: $2,418,950—in 1959: $2,360,268. Expenses for the period decreased some $3,000. This represents earnings per share of 22 cents as against 19 cents last year. Wometco's broadcast interests are WLOS-AM-FM-TV Asheville, N.C.; WTVJ (TV) Miami, Fla., and 47½% of WFGA-TV Jacksonville, Fla. It also operates theatres, an aquarium and soft-drink, food and cigarette vending machines in south Florida. The stock is sold over the counter.

In Buffalo and Western New York for product





identification use the station most

closely identified with the market

A minor point, perhaps, but even WBEN-TV station ID's picture the Buffalo-Western New York market.

Never-ending is the WBEN-TV effort to be the station most closely identified with the likes and the loyalties of this important area. Since 1948, when Ch. 4 pioneered television on the Niagara Frontier, good public service programming and quality local programming were the standards set and followed to build loyal audiences.

Today, to best identify your product with the shopping habits of the more than 2,000,000 people in this metropolitan market, *use the station they watch most often*. Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo

'BIG BROTHER' WILL BE WATCHING

FCC approves plan for new Office of Complaints & Compliance

An Office of Complaints & Compliance, to be staffed by trained investigators, soon will be established within the FCC (CLOSED CIRCUIT, May 9).

All details of the new "watchdog" operation over broadcast licenses have not been worked out completely as yet, it is understood, but the commissioners last Wednesday (May 11) reached unanimous agreement on the essential ingredients. During final stages of the discussion, staff members were barred from the commissioners' deliberations.

First task facing the investigators, it was reported, will be an expanded investigation of payola with particular emphasis on ABC, CBS and NBC-owned stations and Westinghouse Broadcasting Co. Also mentioned was a close scrutiny of the relationship between ABC and its recording arm, Am-Par.

There are "areas of serious discrepancies" between payola statements made to the FCC by licensees and information received from the FTC, the FCC's own investigations and other sources, a spokesman said. Record manufacturers and distributors have reported giving payola to licensees as well as unregulated station employes, it was stated.

FCC Chairman Frederick W. Ford just two weeks ago told Congress that payola has been distributed to 110 radio and tv stations, according to information received from the FTC (BROADCASTING, May 9). Of these, the chairman said, 69 reported to the FCC that they had been unable to uncover any illicit payments in their operations.

Renewal Function ■ At the present time, the commission's payola investigation and other complaints not of a technical nature are being handled by the renewal division. The new office will take over all of these functions in an expanded operation and it probably will report directly to the Commission. It was expected that about 10 investigators will be hired for the new program and it is hoped to have the office functioning early next month.

The FCC has never had its own full-time investigative staff in the past for other than engineering and technical violations. When a complaint was received, the renewal branch would send a written inquiry over the FCC secretary's signature. In most cases this sufficed but in some a hearing was held but seldom was a staffer sent into the field to make inquiry. On-the-spot investigations will be the rule rather than the exception under the new arrangement, it was reported. One of the first recommendations made by the House Legislative Oversight Subcommittee was that such an office be formed within the FCC.

All 5,000-plus broadcast licensees were queried on payola by the FCC late last year (BROADCASTING, Dec. 7, 1959). Licensees were required to (1) relate any undisclosed payments received by the station or employes in past two years and (2) what internal measures had been taken to prevent payola in the future.

In March, the commission cited five Boston-area stations for allegedly receiving payola and held up their license renewals (BROADCASTING, March 7). No further action has been taken in any of the complaints.

More Money? ■ The commission is scheduled to appear tomorrow (Tuesday) before a Senate Appropriations Subcommittee on its fiscal 1960 budget and is expected, at that time to ask for more money to carry out its new investigative program.

During the recent confirmation hearing on the re-appointment of Commissioner Robert E. Lee, Sen. Warren G. Magnuson (D-Wash.) repeatedly said that the FCC should ask for more money if it is needed to enforce compliance with Communications Act and commission's own rules (BROADCASTING, May 2). Sen. Magnuson is chairman of both the Senate Commerce Committee and the Independent Offices Appropriations Subcommittee, which will hear the FCC's request tomorrow.

It was stressed at the commission that the new office will not be limited to payola investigations or go out of existence when that problem is no more. The investigators will continue to hold responsibility over all complaints, other than those of a technical nature, received by the commission as well as matters instituted from within. It also will be charged with seeing that all licensees comply with FCC rules and regulations.

During the current payola inquiries, no stations involved will receive license renewals until final clearance has been given, according to instructions by commissioners.

FCC warns stations about 'casual' product mentions

Another form of "hidden commercial" was attacked by the FCC last week in announcing an inquiry into the practice of mentioning commercial products in recorded interview programs.

Specific target, the commission said, is the type of program featuring a conversation between an interviewer and a celebrity in which a "casual" mention is made of brand names. The programs in question are usually furnished free to stations by the producer, the FCC noted, with no sponsorship identification being made on the air as required by Sec. 317 of the Communications Act, it was pointed out.

"Indications are that the interview recording is an attempt to circumvent Sec. 317," the commission stated. The agency reminded stations which have "knowingly or unknowingly" used the recordings in the past that sponsor identification is required "where the station has received money, services or valuable consideration. Acceptance of these free recorded programs constitutes acceptance of valuable consideration."

And, the commission continued, even if a particular interview does not contain any hidden plugs, an announcement of its source still is required. Generally, a fee is paid to the producer of the recorded interview by "public relations interests on the basis of the broadcast coverage," the FCC said. When this is the case, an announcement must be made indicating who paid the producer. "In both instances, the commission's rules require that such announcements be properly logged," it was stated.

The commission said that it expects licensees to use more than ordinary diligence in preventing the use of their facilities for this type of programming. No individual programs were named.

HOW DO THE C-O'S STACK UP?

PROGRAM HIGHLIGHTS

KCBS

SAN FRANCISCO

Live concerts by "Masters of melody"; lively musical games on "Night Number"; frequent Community Editorials; Dave McElhatton entertaining daily; 57 sports reports each week.

PROGRAM HIGHLIGHTS

KNX

LOS ANGELES

"The Bob Crane Show" and "The Condylis & Grant Show," comedy; "Opinion Please," a modern town meeting on an open phone line; "This Is Los Angeles," interviews interesting Angelenos; specials such as "Blackboard Dilemma."

PROGRAM HIGHLIGHTS

KMOX

ST. LOUIS

"At Your Service," a new information format; prime time public affairs features; 1,114 students in college credit courses; live local stereo concerts; Dr. Thomas Dooley's exclusive reports from Laos; news in depth; major sports.

PROGRAM HIGHLIGHTS

WBBM

CHICAGO

"Music Wagon," "The Josh Brady Show," "Supper Club," all live music, variety features; "The Paul Gibson-Joe Foss Show," with comments and records; "The Art Mercier Show," tips for sportsmen.

PROGRAM HIGHLIGHTS

WCAU

PHILADELPHIA

The Ed Harvey Show makes mornings springier; Bill Campbell Sports—better than locker room talk; Hugh Ferguson's "Rural Digest"; Bill Bransome's celebrity chats on "What Are They Doing?"

PROGRAM HIGHLIGHTS

WEEI

BOSTON

"Tom Russell (morning music) Show"; "Calder & Johnson Show," with comedy, live music and records; "Accent on Music" nightly with Bob Jones; News on the hour; Sports with Fred Cusick.

PROGRAM HIGHLIGHTS

WCBS

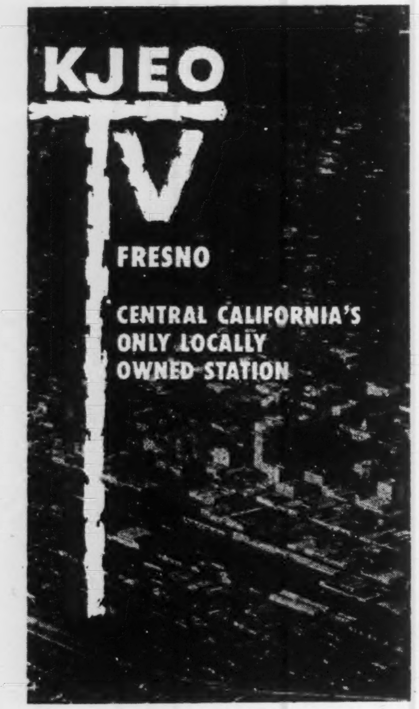
NEW YORK

Live entertainment with the Jack Sterling, Martha Wright and Freeman & Hayes shows, plus Dick Noel, Ed Joyce, Lee Jordan and Allen Gray. And New York's finest news and information broadcasts.

In the opinion of their listeners in seven of the top ten U. S. markets, the CBS Owned Radio Stations stack up high indeed! That's because the C-O's program for active listeners—not for the fringe hearing of people with their minds on other matters. The C-O's get attention because they ask for it, every hour of every day, with broadcasting designed for the alert adult mind. Look at our partial listing of locally produced programs and you'll see what we mean. And added to it is the unique strength of the CBS Radio Network with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS
REPRESENTED BY CBS RADIO SPOT SALES

C-O



ONLY the *only home owned primary network affiliate* can be so at HOME in the *heart* of Central California . . . to program best to get you results *where* they count.*

*Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market *5 of the top 10 network shows.* Add to this *locally 6 of the top 10 syndicated programs* and you know why this market *looks first to KJEO.*
(Source: Current Nielsen)

Check for yourself, KJEO-TV rates are still right with the lowest. See your H-R Representative now for your prime time buys.

channel 47
KJEO
abc
for
Fresno, California

J. E. O'Neill — President
Joe Drilling — Vice President
and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

NBC-RKO SWAP UNDER FIRE

Justice Dept. won't contest exchange but deal is hit from three other sides

The complex NBC-RKO General tv-radio stations exchange, purchases and the network's buy of a San Francisco vhf outlet came under fire from three different directions last week—but opposition by the Justice Dept. never materialized.

In fact, the Justice Dept. formally announced it would not contest the transactions.

This is how matters stood at the end of last week.

- Westinghouse Broadcasting attacked the NBC-RKO General Philadelphia-Boston exchange of stations in a petition to intervene submitted to the U.S. District Court in Philadelphia.
- *San Francisco Chronicle* - KRON-TV objected to the NBC purchase of KTVU(TV) in that city, also in a petition to intervene filed in the Philadelphia court.
- Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, angrily demanded to know why the Dept. of Justice did not oppose the contemplated deals. He intimated that this may affect the nomination of Robert A. Bicks to be assistant attorney general in charge of the Justice Dept.'s antitrust division (see page 84). There was even rumbling from Mr. Celler's direction that his committee might reopen the option time question.

NBC stated that neither Westinghouse nor the *Chronicle* had any standing to intervene. The network said that both were "seeking to place their private interest above the public interest."

Lose Affiliation ■ Both Westinghouse's WBZ-TV Boston and KRON-TV San Francisco are NBC-TV affiliates. They stand to lose this network if the Philadelphia-Boston-San Francisco transfers go through.

In arguing their right to intervene, both Westinghouse and the *Chronicle* maintained that the NBC-RKO General transaction and the purchase of KTVU by the network circumvents the purpose of the 1959 consent decree. This was issued by the Philadelphia federal court Sept. 22 last year as the result of the government's antitrust suit against NBC and its parent RCA. The government charged that NBC's 1956 transaction with Westinghouse, whereby NBC turned over to Westinghouse its Cleveland stations plus $3 million in exchange for Westinghouse's Philadelphia outlets, resulted from unlawful pressures by NBC on Westinghouse.

The consent decree provided that NBC must dispose of its Philadelphia stations. It also required that any aquisitions by the network in any of the top eight markets must be cleared by the Justice Dept. before submission to the FCC for approval.

The NBC-RKO General agreement involves the exchange of NBC's Philadelphia stations (WRCV-AM-TV) for RKO General's Boston outlets (WNAC-AM-FM-TV). At the same time, RKO General agreed to buy NBC's WRC-AM-FM-TV Washington for $11.5 million. NBC also signed a contract to buy KTVU for $7.5 million.

Illegal Dominance ■ Both Westinghouse and the *Chronicle* claimed that the Philadelphia - Boston - Washington-San Francisco arrangement would result in NBC dominance in five of the eight top U.S. markets. This, they said, was the very purpose for which the government instituted its suit, to prevent NBC from gaining this dominance in those markets.

Westinghouse disclosed that it had suggested to NBC, following the September consent judgment, that the network and it reassign their Cleveland and Philadelphia stations in order to restore the *status quo*. NBC declined, Westinghouse said.

Chronical stated that NBC had tried to buy its ch. 4 station but did not make a fair offer. The network then went to KTVU, the newspaper said.

Both petitioners found significance in the fact that majority owners of KTVU are former executives of RKO General.

Both protestants also argued that restraint of trade was indicated because NBC promised to affiliate with both RKO General's Washington ch. 4 station and with KTVU in San Francisco. They also alleged tie-in arrangements because the NBC-RKO General agreement was contingent on NBC's purchase of a station in San Francisco.

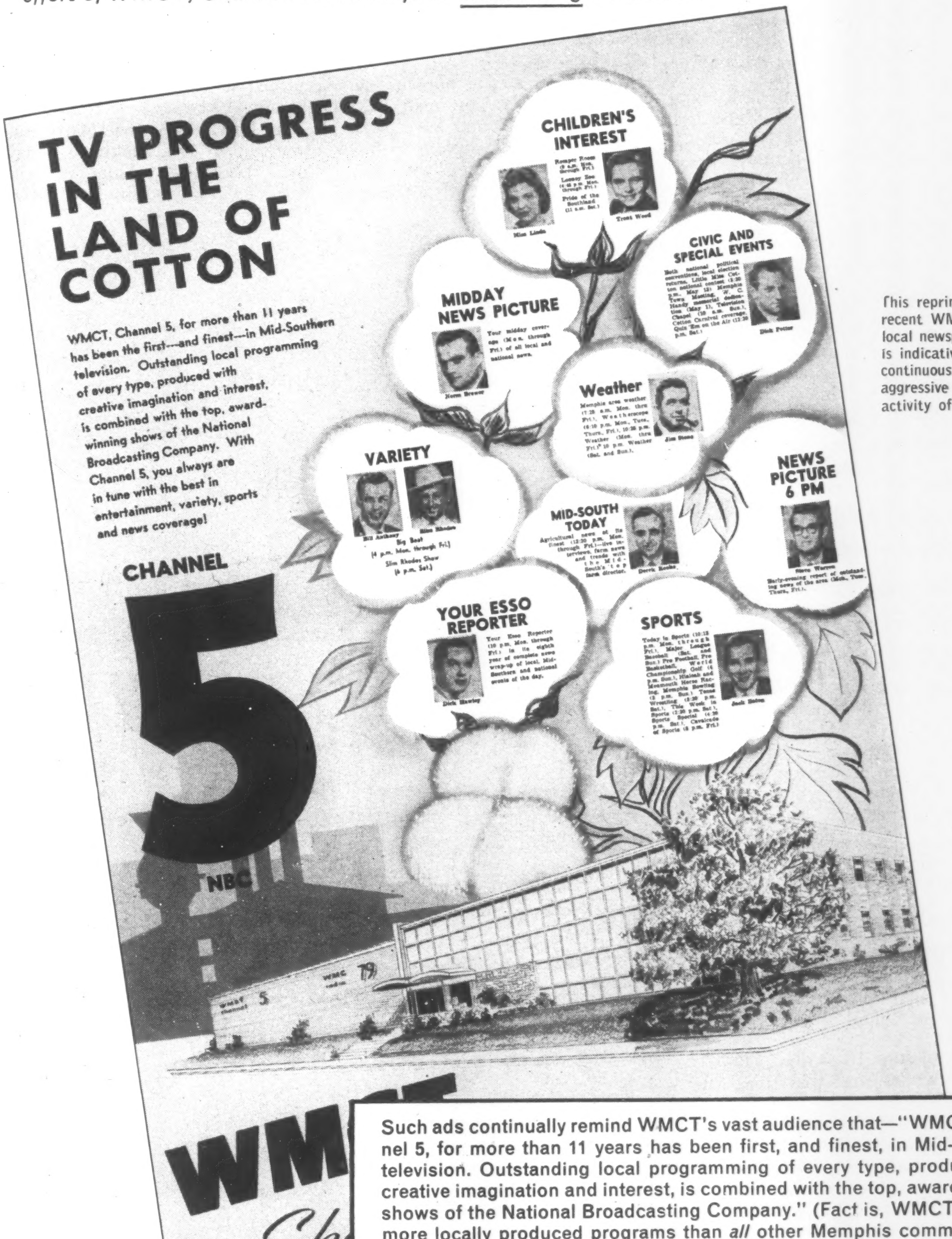
"Shocking", "Nullification" ■ Rep. Celler, unhappy at his inability to reach Mr. Bicks by telephone on Tuesday, wired him a stinging admonishment at Justice's decision not to oppose the transactions. He termed Justice's "approval" of the NBC deal "shocking" and declared that it, in effect "nullifies the decree or demonstrates its worthlessness."

Mr. Celler's ire was aroused by the Justice Dept.'s decision not to object. Justice informed the Philadelphia District Court of this fact May 9. This was the deadline for the government to act.

NBC's statement referred to the consent judgment as having been described

Creating excitement in Memphis

for its outstanding local personalities and local programs! This is a full-time effort of WMCT, Channel 5 . . . Memphis' outstanding TV station!



TV PROGRESS IN THE LAND OF COTTON

WMCT, Channel 5, for more than 11 years has been the first—and finest—in Mid-Southern television. Outstanding local programming of every type, produced with creative imagination and interest, is combined with the top, award-winning shows of the National Broadcasting Company. With Channel 5, you always are in tune with the best in entertainment, variety, sports and news coverage!

CHILDREN'S INTEREST

Romper Room (9 a.m. Mon. through Fri.)

Looney Zoo (4:45 p.m. Mon. through Fri.)

Pride of the Southland (11 a.m. Sat.)

Miss Linda

Trent Wood

CIVIC AND SPECIAL EVENTS

Both national political conventions, local election returns, Little Miss Cotton national contest (3:30 p.m., May 13) Memphis Town Meeting, W. C. Handy memorial dedication (May 1), Television Chapel (10 a.m. Sun.), Cotton Carnival coverage, Quiz 'Em on the Air (12:30 p.m. Sat.)

Dick Potter

MIDDAY NEWS PICTURE

Your midday coverage (Mon. through Fri.) of all local and national news.

Norm Brewer

Weather

Memphis area weather (7:25 a.m. Mon. thru Fri.), Weatherscope (6:10 p.m. Mon., Tues., Thurs., Fri.), 10:25 p.m. Weather (Mon. thru Fri.) 10 p.m. Weather (Sat. and Sun.).

Jim Stone

VARIETY

Bill Anthony

Slim Rhodes

Big Beat (4 p.m. Mon. through Fri.)

Slim Rhodes Show (6 p.m. Sat.)

MID-SOUTH TODAY

Agricultural news at its finest (12:30 p.m. Mon. through Fri.)—live interviews, farm news and trends with the Mid-South's top farm director.

Derrick Rooke

NEWS PICTURE 6 PM

Steve Warren

Early-evening report of outstanding news of the area (Mon., Tues., Thurs., Fri.).

YOUR ESSO REPORTER

Your Esso Reporter (10 p.m. Mon. through Fri.) in its eighth year of complete news wrap-up of local, Mid-Southern and national events of the day.

Dick Hawley

SPORTS

Today in Sports (10:15 p.m. Mon. through Fri.), Major League Baseball (Sat. and Sun.) Pro Football, Pro Basketball, World Championship Golf (4 p.m. Sun.), Hialeah and Monmouth Horse Racing, Memphis Bowling (3 p.m. Sun.) Texas Wrestling (3:30 p.m. Sat.), This Week in Sports (2:30 p.m. Sat.), Sports Special (4:30 p.m. Sat.), Cavalcade of Sports (8 p.m. Fri.)

Jack Eaton

This reprint of a recent WMCT full page local newspaper ad is indicative of the continuous and aggressive promotional activity of the station.

Such ads continually remind WMCT's vast audience that—"WMCT, Channel 5, for more than 11 years has been first, and finest, in Mid-Southern television. Outstanding local programming of every type, produced with creative imagination and interest, is combined with the top, award-winning shows of the National Broadcasting Company." (Fact is, WMCT presents more locally produced programs than *all* other Memphis commercial TV stations combined!) Your best-buy is always . . .

WMCT • CHANNEL 5 • MEMPHIS

100,000 WATTS | NBC AFFILIATE | NATL. REP. BLAIR-TV by the Dept. of Justice as "in the public interest and fair and equitable to both sides." NBC pointed out that the decree specifies that any action under it can be taken by the original parties and no one else.

The network said it believes that neither Westinghouse nor *Chronicle* have standing to intervene. It also stated that neither of the two petitioners raise any question of substance.

The statement continued in a sarcastic vein:

"They [the objections] are apparently based on the circumstance that if NBC acquires stations in Boston and San Francisco, Westinghouse and the *Chronicle* will have to seek affiliations with another network. Although NBC is flattered that Westinghouse regards as injurious the prospect of switching its affiliation from NBC to another network, the law provides that networks and stations must be free to change affiliations every two years. This privilege has been exercised by stations as well as networks, as was the case with Westinghouse itself when it switched its network affiliation in Pittsburgh."

FLAGSTAFF CH. 9

Jerrold, sole applicant, is still far from grant

Jerrold Electronic Corp. found itself the sole remaining applicant for ch. 9 in Flagstaff, Ariz., but still short of an automatic grant as FCC Hearing Examiner David I. Kraushaar returned its application to the processing line because of an amendment which allegedly changes ownership. The examiner also ruled that the competitive applicant in the comparative proceeding, Greentree Communication Enterprises, was in default for failure to prosecute its application.

Earlier in the month, Jerrold had reached an agreement with Greentree whereby the latter agreed to drop out of the proceeding for $6,000 incurred expenses.

Jerrold has until June 10 to file for a petition of review. If, after that time, no review request is received, the application will go back to processing.

The FCC Broadcast Bureau also had protested Jerrold's petition to amend its application for the ch. 9 facility. The bureau told the FCC that Jerrold's amendment which claimed "a change in the distribution of stock in the applicant corporation" is ". . . certainly an understatement of the factual situation."

The original application, the bureau reported, showed that Milton J. Shapp and his wife own 643,726 shares of stock in Jerrold which represents 56.48%. It also reported that 1,805 stockholders own 1,138,950 shares. However, the bureau said, the amended application indicated that the Shapps had sold 320,000 shares to a group headed by John L. Loeb, senior partner of Carl M. Loeb, Rhoades & Co., New York investment firm (BROADCASTING, Feb. 8).

Wrather Option ■ The bureau suggested that the Shapps now own 322,025 shares or 24.27% and have given Jack D. Wrather Jr. an option to buy 222,000 shares, leaving them with only 7.6%. The prospect of Mr. Wrather taking up the option would, the bureau alleged, possibly violate the FCC multiple ownership rules.

"We believe that the instant amendment proposes a substantial change not only in the ownership of Jerrold but in the control of the corporate entity," the bureau stated. The amended application "represents an entirely new proposal, ownershipwise, which should be returned to the processing line to determine whether Jerrold is qualified."

The bureau said that Mr. Wrather's ownership in Transcontinent Television Corp. raises the question of multiple ownership. FCC rules allow the maxi-

SPOT-BUYING FACTS NOT ON THE RATE
CARD ABOUT KPIX, SAN FRANCISCO

Famous
SOUPS
VEG
SPLIT PEA
CLA
MOST
ADVERT
ALLSANF
TV STA

mum ownership of five vhf stations, and Transcontinent owns WGR-AM-TV Buffalo, WROC-TV Rochester, both New York; KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield, both California, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pa., and purchased WDAF-AM-FM-TV Kansas City from NTA for $9.75 million.

The Loeb interests include personal minority holdings in WFTL Fort Lauderdale, Fla., and in WBFM(FM) New York, the latter through Muzak Corp. in which Mr. Loeb has an interest in association with Mr. Wrather. Carl M. Loeb, Rhoades & Co., holds interests mostly for other clients in various broadcast enterprises scattered throughout the country.

Jerrold owns and operates six cable companies located mainly in the West which service about 30,000 subscribers.

Screen your ad copy, Kintner tells stations

A call for broadcasters to screen the advertising broadcast over their stations was made last week by Federal Trade Commission Chairman Earl W. Kintner.

The FTC chairman told the Connecticut Broadcasters Assn. May 13 that the broadcaster must bear the ultimate responsibility for what goes out over his station. This self-policing requires more positive action to eliminate phony advertising or that which comes "so close to the edge of credulity as to be not worth the risk of FTC action or the risk of offending the listening public," Mr. Kintner said.

And for the sake of broadcasting and the audience, Mr. Kintner added, broadcasters should also consider good taste, length of commercials, repetition of advertising, and the proper scheduling of copy for intimate products.

Mr. Kintner urged support of the TV Code Review Board and urged broadcasters to check with the FTC staff for "informal" opinions on advertising problems. He also suggested that broadcasters acquaint themselves with FTC decisions so as to build up a background of what is and what is not considered deceptive and misleading advertising.

Broadcasters, as well as newspapers and magazines, legally can be held accountable for deceptive advertising, Mr. Kintner said.

FCC to air uhf plans on New York tv study

The FCC is expected to elaborate on its plans for a two-year test-study of uhf propagation in New York City when it testifies tomorrow (Tuesday) at 2 p.m. before the Senate Independent Offices Appropriation Subcommittee headed by Sen. Warren G. Magnuson (D-Wash.), also chairman of the Senate Commerce Committee.

The House has approved $2 million of the $2.25 million Budget Bureau request for the uhf project (BROADCASTING, April 25). The FCC asked a total of $13.5 million for fiscal 1961 and the House approved $12.935 million.

The Federal Trade Commission appears before the same Senate group at 2 p.m. today. The House has approved $7.415 million for that agency, $185,000 less than the budget bureau request.

Bartley in London

FCC Commissioner Robert T. Bartley was scheduled to arrive in London Saturday morning (May 14) to attend the International Safety of Life at Sea Conference, which begins today (May 16). The commissioner is a delegate to the conference which will last until June 17 (CLOSED CIRCUIT, May 2).

At the conference's conclusion, Mr. Bartley will tour three or four countries, which will probably include France, Italy and Spain, inspecting television facilities there.

TOTAL
SERS OF
FRANCISCO
ATIONS
Fancy
Nuts

And that's not all! ■ Most national advertisers of all San Francisco TV stations ■ Most local live shows of all San Francisco TV stations ■ Most newscasts of all San Francisco TV stations ■ Only over all rating gain scored by a San Francisco TV station in 1959 ■ That's why IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, SAN FRANCISCO KPIX5

Represented by Television Advertising Representatives, Inc.

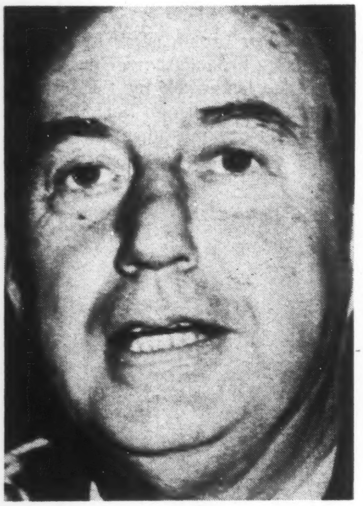
WESTINGHOUSE BROADCASTING COMPANY, INC.

Political time grab gets hearing this week

Former Democratic presidential nominee Adlai Stevenson is scheduled to lead off testimony before the Senate Commerce Committee today (May 16) at 10 a.m. on a bill sponsored by 23 senators which would require tv stations and networks to give an hour free time weekly to each of the two major party presidential candidates during the eight weeks before the election this year.

Mr. Stevenson, former Illinois governor who was the Democratic presidential nominee in the 1952 and 1956 campaigns, suggested a version of such a bill in a two-part article in *This Week* Sunday newspaper supplement last March. Mr. Stevenson asked 45 minutes for each candidate and a debate-type format (30 minutes each, plus 15-minute rebuttals). The Senate bill (S 3171) makes no suggestion of debate and increases the periods to one hour for each candidate.

Witnesses to follow Mr. Stevenson during hearings Monday, Tuesday and Thursday: Monday—Sen. Thruston Morton (R-Ky.), Republican national chairman; Frederick W. Ford, FCC chairman; Jack Christie, radio-tv director, Democratic National Committee. Tuesday — Frank Stanton, CBS Inc. president; David C. Adams, NBC senior executive vice president; Lawrence Speiser, American Civil Liberties Union. Thursday —Oliver Treyz, ABC-TV president; Whitney North Seymour, NAB special counsel; Arnold Peterson, Socialist Labor Party.



ADLAI STEVENSON

He's lead-off witness

Perennial political aspirant Lar Daly last week requested permission to testify. Mr. Daly has been a thorn in the side of broadcasters because of his equal time demands from the networks.

The FCC is expected to tell the committee that the objectives of the bill are good—but (CLOSED CIRCUIT, May 9, 1960). Without specifically objecting to the requirement for free time, the FCC will list several "difficulties" including (1) it will be the first time Congress has legislated requiring a specific type of programming, which is an area formerly left to licensees; (2) it will require interconnection of non-affiliated network stations, (3) there would be technical drawbacks and the problem of definitions.

An informed electorate is obviously desirable, the commission feels, but requirements of the bill will so saturate voters with one type of programming that they will be denied the choice of selection.

Senate 'watchdogs' step nearer to life

The Senate Rules & Administration Committee last week gave the proposed Watchdog Subcommittee of the Senate Communications Subcommittee another boost by reporting the enabling resolution favorably to the floor for action.

The three-man group headed by Sen. Ralph W. Yarborough (D-Tex.) would watch broadcasters and the FCC during this year's election campaign to determine if favoritism is shown to any political candidate under the new discretion given to licensees last year to present political candidates on news and similar programs without being held to "equal time" requirements.

The rules group's report last week cited a letter to its chairman from Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. In it Sen. Magnuson said the enacted law provides for congressional scrutiny of its effectiveness and practicability. The deviation from the equal treatment principle was a needed one, he said, although also presenting the danger of temptation to play favorites with political candidates.

The resolution (S Res 305) provides $45,000 from date of enaction to Jan. 31, 1961, including $14,979 salary for majority counsel and $13,071 for minority counsel. Sen. Yarborough said last week he has no one in mind for appointment to minority counsel. Member Hugh Scott (R-Pa.) presumably would name the minority counsel. The other member is Sen. Gale McGee (D-Wyo.).

NO ETV FUNDS

Committee refuses equipment-buying bill

The House Rules Committee in secret session last week refused to clear a bill for floor action that would appropriate $750,000 to each state on a matching funds basis to buy equipment for educational tv stations.

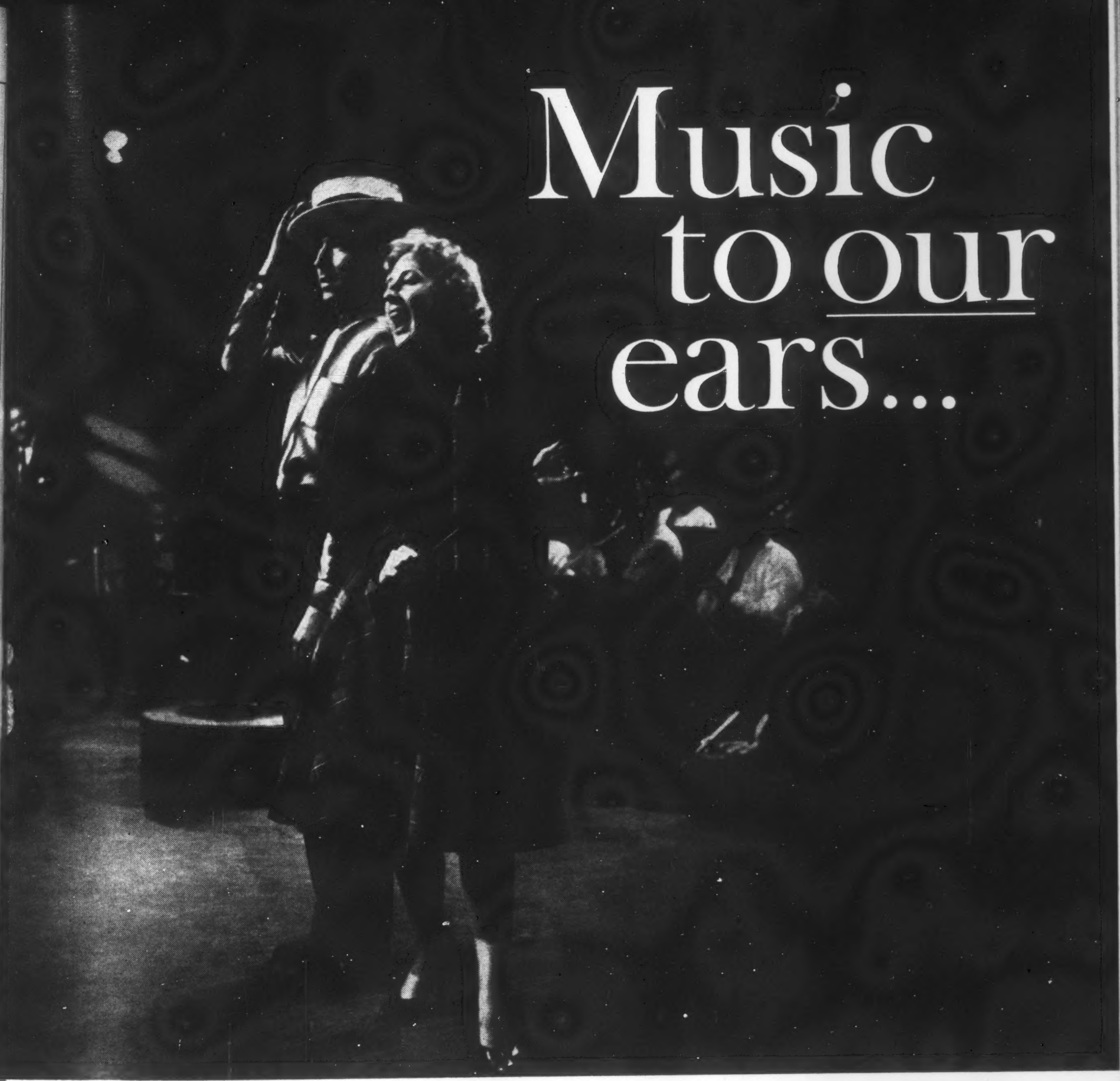
But Rep. Kenneth Roberts (D-Ala.), author of the bill (HR 10609) approved by the House Commerce Committee in March, said he still thinks chances are excellent that the proposal ultimately will get House approval.

The Rules group denied clearance to the bill in a close party-line vote which saw Republicans opposing and Democrats favoring, he said, and the absence of "a couple" of committee members who favor it brought the group's shelving action. He thinks they'll be present at the group's next meeting and the bill will be cleared for the floor.

Rep. Roberts, who took an active part in the House Communications & Power Subcommittee's hearings on educational tv problems last November and December, testified along with subcommittee Chairman Oren Harris (D-Ark.) in favor of the educational tv measure (introduced Feb. 23) before the Rules group last week. Rep. William H. Avery (R-Kan.) presented opposition views. Rep. Harris' House Commerce Committee approved the bill 19-6 last March (BROADCASTING, March 28) after scaling down the money proposals from $1 million to $750,000 for each state and specifying that only $150,000 may be spent by a state on a specific project.

Floor Consideration ■ If the bill should not be approved by the Rules Committee, headed by Rep. Howard Smith (D-Va.), it still could be considered on the House floor if Rep. Harris and other proponents persuade House leaders to invoke "suspension of rules" procedure. There are two other parliamentary methods open to unbottle bills from the Rules group bu they are seldom invoked.

There was no immediate comment



To "The American Musical Theatre," which every week brings music to the ears of New Yorkers, the first week in May was one of particular note. This continuing series (produced by Channel 2, in cooperation with the Board of Education of the City of New York) received the *Ohio State "First Award" for Local Programs for Children and Youth** as an "excellent presentation of a musical series that is both entertaining and educational."

At the same time, a *second* coveted Ohio State "First Award" was presented to WCBS-TV's hour-long documentary, "Harlem: A Self-Portrait." The citation: "A frank insight into New York City's Harlem . . . revealing the problems of the Negro in the middle of the world's largest modern city."

Of three Ohio State "First Awards" given to commercial television stations, *two* went to CBS Owned WCBS-TV. . . thus underscoring anew a well-known fact. In the New York market, the station which serves the public interest *best* is the station which interests the public *most* . . .

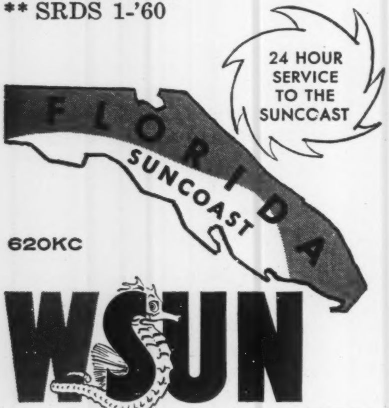
*At the 24th American Exhibition of Educational Radio and Television Programs at Ohio State University.

WCBS-TV

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is NO. 1 in adult listenership, per 100 homes, throughout the entire 24-hour broadcast day! And Pardner, WSUN delivers these adults at the lowest CPM, between 6 a.m. and 6 p.m., of any station in the heart of Florida!**

* Pulse, 11-'59
** SRDS 1-'60



620KC

WSUN

TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

on the House Rules Committee action from Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee last week. Sen. Magnuson, a proponent of federal grants to educational tv, has threatened to introduce a bill to require commercial television interests to pay excise taxes amounting to $11.5 million annually if the House doesn't act on the educational tv appropriation measure. Sen. Magnuson is author of a bill (S 12) which would appropriate a larger amount ($1 million to each state) for educational tv and which was approved by the Senate April 13, 1959.

The $11.5 million in tax revenues would be used to make grants to educational tv among the states (BROADCASTING, May 2).

NAB labor committee meets with legislators

NAB's Labor Advisory Committee met with key legislators May 10-11 at a Washington session, discussing recent and pending legislation. Rep. Charles A. Halleck (R-Ind.), minority leader of the House met with the group at the Broadcasters Club in Washington.

Reps. Phil M. Landrum (D-Ga.), and Robert P. Griffin (D-Ga.), who authored labor reform legislation last year, spoke at a breakfast meeting. The committee plans to present certificates of appreciation to the legislators.

Winthrop Johns, assistant general counsel of National Labor Relations Board, discussed secondary boycotts, coercive picketing and injunction procedures in broadcasting. Charles H. Tower, NAB broadcast personnel-economics manager, reported on labor legislation and NAB's role in possible future legislation.

Labor reports were made by William C. Fitts Jr., CBS; Abiah A. Church, Storer Broadcasting Co.; Joseph Schertler, Westinghouse Broadcasting Co.; Louis Gratz, Time Inc., and James H. Hulbert, Mr. Tower's assistant.

Committee members present were Ward L. Quaal, WGN Chicago, chairman; Richard M. Brown, KPOJ Portland, Ore.; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Mr. Fitts; Richard L. Freund, ABC; William Grant, KOA-AM-TV Denver; B. Lowell Jacobson, NBC; Robert B. Jones Jr., WFBR Baltimore; Ewing C. Kelly, KCRA-AM-TV Sacramento, Calif.; Carl E. Lee, Fetzer stations; Odin S. Ramsland, KDAL-AM-TV Duluth, Minn.; Calvin J. Smith, KFAC Los Angeles; Mr. Church; Mr. Schertler; D. G. Middendorf, Crosley stations; Clifford M. Kirtland, Transcontinent Television Corp.; David J. Bennett, Triangle Publications; Johnston F. Northrup, Corinthian Broadcasting Co.; Kurt Schaffer, Meredith Broadcasting; Lawrence H. Rogers II, Taft Broadcasting Co., representing Hulbert Taft Jr. Unable to attend were Harold Crams, KSD-AM-TV St. Louis, and Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.

Legislators at NAB ■ Two prominent Congressmen who took an active part in enactment of 1959 labor legislation were breakfast guest of NAB Labor Committee May 11. L to r: Rep. Phil M. Landrum (D-Ga.); Ward Quaal, WGN-AM-TV Chicago, chairman, and Rep. Robert P. Griffin (R-Mich.).

How to fix a radio

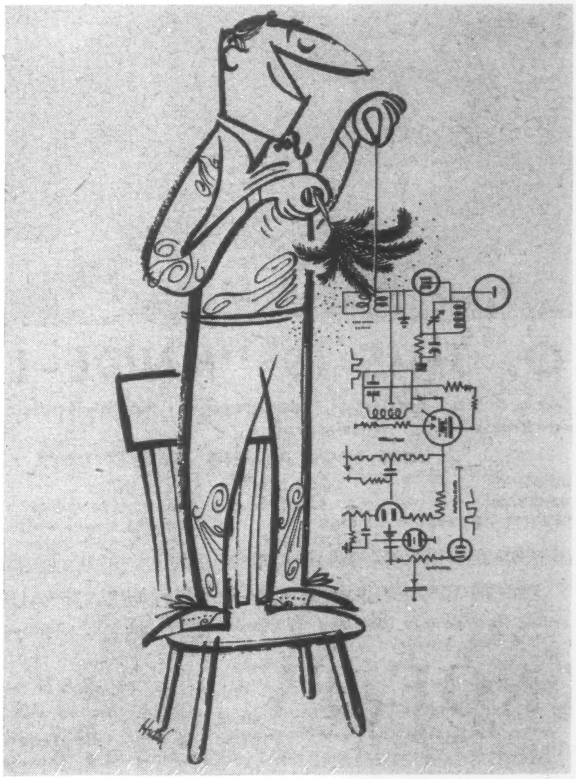
THERE'S NO SENSE in being whelmed by the little box. Take it in stride. Let's say it has been working. Suddenly it stops. No Cha Cha Cha. No at-the-sound-of-the-kazoo-it-will-be-exactly. No price of buckwheat groats on the noon news. No buzz.

Let's say you try the usual remedies: You shake it. You blow the dust off the back. You kick it a little. It ticks momentarily, hisses malevolently, and subsides. If it's a transistor, put it to your shoulder and burp it. Then put it down and skip the next paragraph.

If it's a tube set, pull the plug and get out the old tube tester. Out on loan? Pull all the tubes and take 'em to the corner drug store. If the druggist's busy, test 'em yourself. One will be doubtful. It's the one on the list priced above $3.00. (If you're in a hurry, just check your tube numbers against the price list. The most expensive tube will always test doubtful or worse, so you may as well save checking time.) Okay, pay the man $3.40, go home, put all the tubes back. (This is no place for creative placement. Put 'em back where they came from.) Plug in. No Cha Cha Cha. No at-the-sound-of-etc. No price of buckwheat groats. No buzz.

If you're a time buyer in the New York area, skip the rest of this paragraph. If you're a time buyer outside the New York area, you know an engineer at one of the stations in town; call him. Ask him to fix it. Send it over to him. Three weeks later, drop over, pick it up, dust it off, and take it to a repair shop.

(This constructive commentary reaches you through WMT, CBS radio for Eastern Iowa, mail address Cedar Rapids, whose engineering dept. doesn't fix radios but whose sales dept. and national reps—The Katz Agency—fix sales.)



N.Y. Times' slogan challenged

One of the most venerable promotion claims in the country was questioned last week when Rep. Wright Patman (D-Tex.) expressed open skepticism of the variety of the *New York Times'* masthead fixture: "All the news that's fit to print," first used by the newspaper on Feb. 10, 1897.

Rep. Patman, who heads the House Small Business Committee, didn't stop with mere criticism. He asked the Federal Trade Commission to investigate whether the slogan violates the FTC Act prohibiting false and deceptive advertising.

In a letter Tuesday (May 10) to FTC Chairman Earl W. Kintner, Rep. Patman said if the FTC's efforts to clean up false and misleading advertising are to be successful, "surely the place to begin is with the claims of the leading advertising media," such claims being "persuasive examples" to other advertisers.

Asking for an early reply, Rep. Patman said if the FTC needs any help getting evidence that the *Times* "has not printed all the news that's fit to print," he would be glad to help since "such assistance has been offered to me." (But he said in a separate statement Wednesday that he didn't need information from another source: "Got it myself").

"The observation has been made," the Texas Democrat said, that the *Times* "certainly does not print all the news, and rarely prints all the important news, such as that concerning the operation of the federal government here in Washington."

Rep. Patman said his letter to the FTC questioning the *Times* slogan was prompted by the "new and enlarged way" the newspaper is advertising its 63-year-old slogan. In an accompanying statement with release of his letter he suggested that Arthur Hays Sulzberger, publisher and board chairman of the New York Times Corp., might wish to make a public comment.

The *New York Times* has editorialized in recent months against false and deceptive tv advertising claims.

FCC for early hearing on all channel tv set

In a man-bites-dog switch, the FCC last week told the Senate Commerce Committee it is "looking forward to an early hearing." FCC forwarded comments adopted April 20 in support of its recommended bills (S 3115 in Senate, HR 10817 in House) to give the agency authority to require tv sets sold in interstate commerce to carry tuning equipment for all tv channels.

The FCC said in the tv sets area it lacks authority commensurate with its responsibility to provide an efficient communications system. The present 12 vhf channels are not enough and any system is strapped, even should there be additional vhf channels, if the FCC doesn't have authority to require all-channel sets, the statement said. The FCC noted all-channel tv set production is below 10% of total and a 1958 survey showed only 3.2 million tv homes viewing uhf outlets. Even with authority to require all-channel sets, any FCC rule-making still would have to consider industry views, the agency said.

Noting the economic dilemma of uhf, the FCC said, with perhaps unintended irony: "The history of the vhf-uhf problem has shown us that the problem is not of the sort that is likely to resolve itself."

Cincinnati, Ohio? Bangor, Maine?
Savannah, Georgia?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

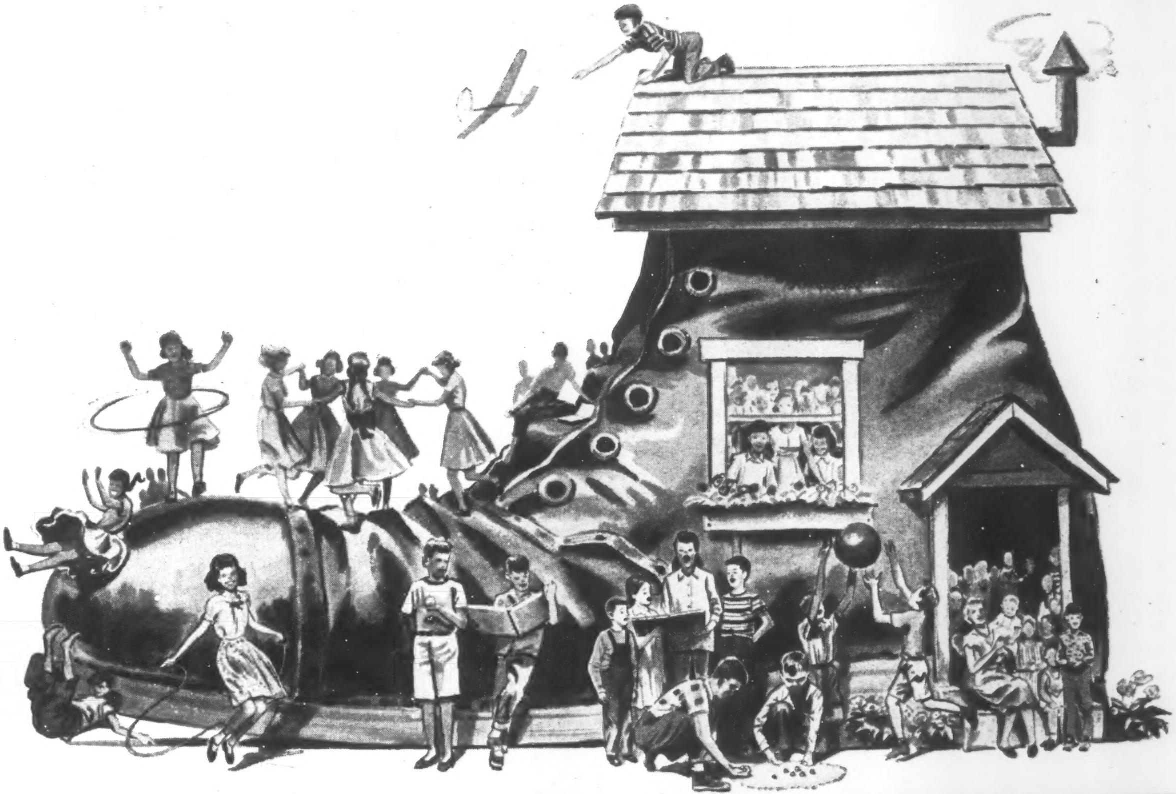
CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Forest Products Division, Olin-Mathieson Chemical Corp, West Monroe, Louisiana.

W. VA. AND SEC. 315
Stations deny abuse, but some give time

Broadcasters responding to the demand for equal time to salve Republican feelings injured during the Humphrey-Kennedy debate have uniformly denied abuse of the amended Sec. 315, the equal-time clause of the Communications Act. But some radio and tv stations have agreed to give the GOP its say "as a matter of fairness."

Following the May 4 debate in West Virginia, Sen. Thruston B. Morton (R-Ky.), GOP national chairman, shot off wires to all outlets involved charging the debate was a travesty (BROADCASTING, May 9). His terms were: one hour free to present the Administration's point of view. No format for the reply program was set out; it was not suggested that it be in the form of a debate, nor a direct "rebuttal" to the



YOU MAY NEVER HAVE 69 CHILDREN*—

BUT... WKZO-TV Will Swell Your Family Of Followers In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(November, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	**WKZO-TV**	STATION B
Mon. thru Fri.				
9 a.m.-Noon	**57,000**	29,300	**66%**	34%
Noon-3 p.m.	**72,100**	38,900	**65%**	35%
3 p.m.-6 p.m.	**62,100**	43,600	**58%**	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	**141,600**	81,300	**63%**	37%
9 p.m.-Midnight	**117,800**	62,400	**65%**	35%

**Mrs. Fedor Vassilet (Russia) gave birth to 69 children in 27 confinements, including 16 pairs of twins, 7 sets of triplets and 4 sets of quadruplets.*

In the Kalamazoo-Grand Rapids area it's impossible to reach as many people as economically as you can with WKZO-TV!

WKZO-TV delivers more homes than Station 'B' in 398 of 450 quarter hours surveyed, Sunday through Saturday (NSI Survey, see left). A 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV an overwhelming lead in popularity—*first place in 74.6% of all quarter hours surveyed!*

And—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Bicks to get his title — at long last

A young New Yorker who has taken a personal interest in broadcast matters has been nominated to be assistant attorney general in charge of antitrust matters.

Robert A. Bicks, who has been acting chief of the Justice Dept.'s antitrust division for the last year, was nominated by President Eisenhower last week to assume the title as well as the job he has been doing since April 1959.

The nomination of the 33-year-old Republican was referred to the Senate Judiciary Committee. His confirmation is expected, although there is belief that some Republicans may be lukewarm because of his antitrust activity.

During his tenure the antitrust division filed 63 antitrust suits, the most since New Deal days. Major emphasis has been to prevent mergers that might lead to monopoly. This has been considered anti-business by some Republican legislators and is understood to have been one of the factors which delayed his nomination to be chief of the division for so long.

Mr. Bicks' interest in broadcast matters stems from his work as personal assistant to Stanley N. Barnes, then chief trustbuster for the Dept. of Justice. During this time, and also when he was first assistant to antitrust chief Victor R. Hansen, the antitrust division took these steps involving broadcasting:

JUSTICE'S BICKS

His just desserts?

- Held that the option time arrangements by which tv stations turned over specified hours to networks were violations of the antitrust laws *per se*.
- Brought suit and won a consent decree against RCA-NBC in the Philadelphia-Cleveland stations swap with Westinghouse Broadcasting Co.
- Brought suit and won a consent decree against RCA involving patent licensing practices.
- Brought suit against six tv film distributors on block booking charges. This trial was just concluded (BROADCASTING, May 9).
- Participated in the FCC's rehearings on charges of *ex parte* representations during the course of tv grants. Mr. Bicks personally sat in on the first case involving Miami ch. 10.
- Was a key participant in the Attorney General's study of the quiz show scandals.

Mr. Bicks was born May 27, 1927 in New York. He is the son of U. S. District Judge Alexander Bicks. After Yale Law School, he served as law clerk to Judge Stanley Fuld of the New York Court of Appeals and as legislative assistant to former Sen. Irving M. Ives (R-N.Y.). He joined the Justice Dept. as Judge Barnes assistant in 1953. He acted as executive secretary of the Attorney General's Committee to Study the Antitrust Laws.

Democratic candidates' specific remarks.

Mutual Broadcasting System was first to make time available, airing a program featuring Sen. Morton and West Virginia's Gov. Cecil Underwood on May 9, 9:05-9:30 p.m. WTOP-TV Washington, WNEW-TV New York and WBOY-TV Clarksburg, W.Va., each offered time but under set conditions which a spokesman of the Republican National Committee said it has not yet decided whether it will accept. Both WTOP-TV and WNEW-TV stated the time would go only to two contenders for the Republican presidential nomination using the same debate format as the program in issue. WBOY-TV set the date and hour, May 25 9-10 p.m.

NBC Declines ■ NBC refused to grant time, pointing out that Vice President Richard Nixon had appeared previously on the same show, *Today*, which carried portions of the debate, and for longer periods of time. WCHS-TV Charleston (where the debate originated), WTRF-TV Wheeling and WHIS-TV Bluefield, all West Virginia, flatly rejected Sen. Morton's demand on the ground that the Republicans had no rival candidates in that state's primary and therefore Sec. 315 was not applicable in this case. The GOP National Committee spokesman said its legal counsel is working on possible action in the event of rejections but that no decisions have been reached.

Westinghouse Broadcasting Co. carried the debate on four of its five tv outlets and several of its radio stations. WBC President Donald H. McGannon concurred with the other respondents that "your request would appear to fall within the legal opinion that existing regulations do not afford you a similar opportunity of presentation." But he agreed to re-examine the case and advise the GOP chairman. WTAP-TV Parkersburg, W.Va., took a similar position. At week's end neither company had committed itself.

CATV BILL SET FOR SENATE

Lobby pressures run high election eve

Broadcasters and catv operators squared off over the weekend on the eve of the Senate vote on legislation which would place cable companies under FCC regulation.

Powerful forces were working Capitol Hill on both sides of the issue.

At stake is the future of catv systems inside or outside the regulatory reach of the FCC.

Scheduled for a vote by the Senate tomorrow (May 17) is S-2653. This is the Senate Commerce Committee bill which would put catv systems under the FCC's broadcast regulatory powers.

Broadcasters, fighting for Senate ratification of the measure, are led by Harry Butcher (KIVA-TV Yuma, Ariz.) former CBS executive and Eisenhower wartime aide. Mr. Butcher is assisted by Hollis Seavey, one-time executive director of the Clear Channel Broadcasting Service.

A. J. Malin, president of National Community Television Assn., issued a broad attack on the bill Friday. Mr. Malin stated NCTA was opposed to the bill as a whole.

Fulbright Amendments ■ Earlier in the week, Sen. J. W. Fulbright (D-Ark.) introduced modifying amendments on the floor of the Senate. These were understood to have been suggested to make the bill more palatable to cable

KCMC-TV

TEXARKANA

TEXAS-ARKANSAS

The DOMINANT ABC Primary in 156,660 TV homes of the 4-State Corner!

Dominant KCMC-TV is now the only ABC primary affiliate between Little Rock and Dallas, and between Tulsa and New Orleans — blanketing 25 unduplicated counties in the 4-state area with still greater appeal.

YOUR SALES SHOTS ARE BACKED BY THESE POWERFUL ABC SHOWS!

- Cheyenne
- Bronco
- Sugarfoot
- Rifleman
- John Daly
- Donna Reed
- Rebel
- Lawman
- Rin Tin Tin
- NCAA Football
- Walt Disney
- Untouchables
- Pat Boone
- Bourbon Street Beat
- Hawaiian Eye
- Wednesday Night Fights
- Man From Blackhawk
- 77 Sunset Strip
- Saturday Baseball
- American Bandstand
- Lawrence Welk
- Rocky and His Friends
- My Friend Flicka
- Robert Taylor
- The Real McCoys

And the OPERATION DAYBREAK

PLUS THE CREAM OF CBS

- Millionaire
- Danny Thomas
- Ann Sothern
- June Allyson
- Hennesey
- Red Skelton
- Rawhide
- Perry Mason
- Tightrope
- Lassie
- Sky King
- Twilight Zone
- Father Knows Best
- Men Into Space
- Have Gun, Will Travel
- I've Got a Secret
- Dennis the Menace
- Alfred Hitchcock
- To Tell the Truth
- G. E. Theatre
- Sunday Baseball
- Markham
- Mighty Mouse
- Gunsmoke

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Southwest—Clyde Melville Co.
Southeast—James S. Ayers Co.

Dominate the 4-State Corner of the Southwest with

KCMC TV

ABC CBS

Maximum Power Channel 6 TEXARKANA, Texas, Arkansas

WALTER M. WINDSOR, *General Manager*

IN THE HILL HOPPER . . .

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

S 3483. Sen. Estes Kefauver (D-Tenn.)—authorize professional basketball, hockey and football clubs to impose tv blackouts up to 75 miles away from games. Judiciary Committee. May 5.

S 3528. Sen. Warren G. Magnuson (D-Wash.)—authorize FCC to suspend broadcast licenses for up to 3 months, impose fines of up to $1,000 and seek court injunctions against broadcasting offenders. Commerce Committee. May 11.

HR 12116. Rep. Charles O. Porter (D-Ore.)—provide U.S. government financing of 50% of broadcast time expenditures by candidates for presidency, vice presidency, Senate and House (primaries or elections), with maximum of 30 minutes radio and 15 minutes tv time for primaries and 60 minutes radio time and 30 minutes tv time in general elections. Additional amount for broadcast or other expenses would be paid at rate of 5 cents per voter based on two past elections. Candidate would be ineligible if he failed to get more than 10% of total vote. Ways & Means Committee. May 6.

industry leaders.

At issue are elements of the proposed legislation to which catv operators strongly object. Among these are:

- The provision which would require the FCC to consider catv's impact on the local tv station when considering the licensing of a community antenna system.
- The requirement which would force catv owners to secure permission from the originating station of the signals it picks up and distributes to its subscribers.
- The provision which would require cable companies to carry the local tv station on its wire lines if so requested by the station.

The bill is the result of week-long hearings last year. It represents the Senate committee's compromise between the demands for stringent catv regulation by broadcasters and the objections to this move by community antenna spokesmen.

Debate on the bill had been scheduled for May 11. This has been moved to May 17 when Sen. A. S. (Mike) Monroney (D-Okla.) asked for the postponement because he could not be present for the debate. Sen. Monroney is the author of a pre-committee bill which was more to the liking of cable company forces.

The NCTA statement declared that the public will gain nothing through the bill and "it will not improve television."

Mr. Malin said the bill would stop catv operators from carrying out of town stations when its program duplicates those of the local station.

The bill makes it more important for the FCC to "help" or "facilitate" the local tv station, or a future station, Mr. Malin said, than the catv system or its viewers.

"Discriminatory as this bill is," Mr. Malin stated, "it threatens to deprive millions of catv viewers in more than 750 towns of their present varied reception and wide selectivity in fringe areas."

"Unworkable and Unfair" ■ Not only is the bill "unworkable and unfair," Mr. Malin said, but it opens the door to federal investigation of broadcasting financial and economic operations.

The more than 750 catv systems serve more than 700,000 customers, Mr. Malin pointed out. This represents 2.5 million viewers, he said.

Sen. Fulbright's amendments changed the wording of the bill in three respects:

- It substituted the word "signals" for "programs" throughout the proposed legislation.
- It softened the language of the provision which would require the FCC to consider catv's impact on the local tv station by deleting the word "significantly" in the phrase "significantly facilitate the continued" operation of a local tv station.
- It added a provision which would give the FCC the privilege of waiving any of the sections of the bill if it was necessary in the public interest.

At one point last week, it was understood, NCTA spokesmen met with Sens. Warren G. Magnuson (D-Wash.), chairman of the full Senate Commerce Committee, and John O. Pastore (D-R.I.), chairman of the communications subcommittee. They discussed possible modifications to the committee bill, it was learned, and agreed to "perfecting amendments". NCTA officials, however, conditioned their approval on the language of the bill with the amendments.

Mr. Malin's Friday statement came as a shock to the Senate leaders, it is believed. Sen. Pastore, it was said, was particularly incensed.

Denial recommended

Possible economic damage to an operating two-station uhf preserve was the reason given by the FCC's Broadcast Bureau in recommending that the application of ch. 11 WHAS-TV Louisville, Ky., to build a 1,856 ft. tower be

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED

POCKET TAPE RECORDER

NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY

Used by NBC – CBS and numerous radio and TV stations, for recording in the field.

Records anything it hears and plays it right back in unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.

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ANOTHER WAY
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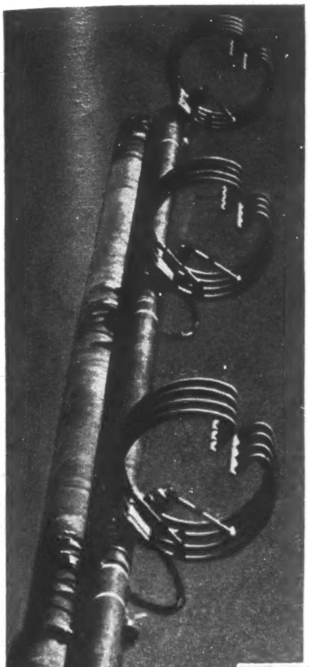
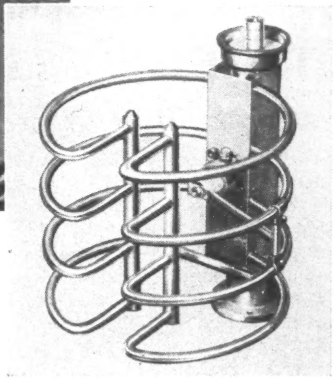
THROUGH
ELECTRONICS

New High-Gain Broadband FM ANTENNAS

Ideal for Multiplexing





Above. Four sections of a BFA FM Antenna pole-mounted and interconnected by 3⅛" coaxial transmission line.

Right. Single section of antenna, showing radiator details.

The new BFA series of FM Transmitting Antennas is designed for maintaining the high-fidelity sound normally associated with FM. Its broadband characteristics make it ideal for multiplexing. Featuring simplified design, it consists of four tubular stainless steel radiating rings attached to a supporting frame. The shunt-fed antenna sections are interconnected by 3⅛-inch Universal Transmission Line. Thus, any number of sections can be stacked as shown. Sectionalized construction, low weight, and mechanical simplicity make installation quick and easy.

Reduced "Q" for Broadbanding—Necessary broadband for multiplexing is accomplished by stacking the four rings of a single section to reduce the "Q". A "Q" value of approximately 30 is easily achieved. Higher gains are obtained by discreet spacing of the sections.

Low VSWR—The new antennas will meet a VSWR specification of 1.2/1.0 or better when antenna is top-mounted. If side-mounted, a VSWR of 1.5/1.0 is achieved. Built-in input transformer permits field trimming, to obtain a VSWR of 1.1/1.0 or better.

Excellent Circularity—A horizontal circularity on the order of ±1 db is normally obtained when the antenna is pole-mounted. When the antenna is side-mounted on a supporting tower, the circularity is normally better than ±3 db. In those cases where close-in coverage is desired, this antenna can be supplied with null fill.

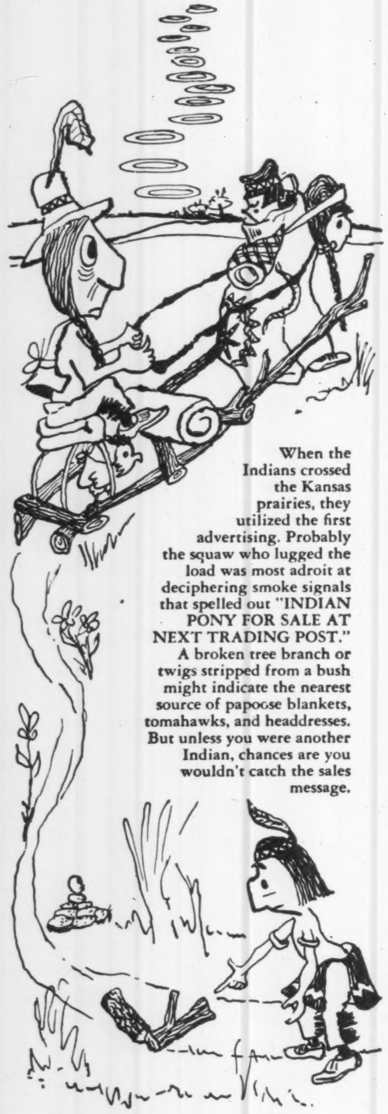
Built-in De-icers—These new antennas are available with built-in de-icers which are installed at the factory. Under normal icing conditions the 250 watt heating unit should prove adequate, however, for severe icing conditions, the heater may be supplied with 220 volt AC to increase the heating capacity to 1000 watts for short periods of time. An optional item, Automatic Sleetmelter Control, MI-27369, is available, which will serve to operate the de-icers automatically under conditions necessitating their use.

Flexibility in Mounting—The antennas can be mounted in a variety of ways. Mounting hardware brackets and supports are supplied for both pole and side-mounting.

For complete information on the new BFA series of FM Antennas, call your RCA Broadcast Representative. Or write to RCA, Dept. GC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

Tmk(s) ®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.



When the Indians crossed the Kansas prairies, they utilized the first advertising. Probably the squaw who lugged the load was most adroit at deciphering smoke signals that spelled out "INDIAN PONY FOR SALE AT NEXT TRADING POST." A broken tree branch or twigs stripped from a bush might indicate the nearest source of papoose blankets, tomahawks, and headdresses. But unless you were another Indian, chances are you wouldn't catch the sales message.

Totem Poles gave way to transmitting towers . . . and Kansas prairies today are being crossed by the KTVH television signal, beaming messages that spell GOODS and SERVICES to customers and WAMPUM for producers and manufacturers. And you don't have to be an Indian to understand the language. When you buy KTVH, your message reaches prospective customers in the heart of the oil, cattle, agriculture, and aircraft production area. To sell this scalp-tingling Kansas Market, buy KTVH with unduplicated CBS-TV coverage in Wichita and 14 other important Kansas Communities.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH
KANSAS
■ WICHITA AND HUTCHINSON ■

denied. In a 468-page document containing its recommendations to Hearing Examiner Charles Frederick, the bureau found the tower would not be a hazard to air navigation but that it would add a vhf signal to Lexington, Ky., now supporting ch. 18 WLEX-TV and ch. 27 WKYT (TV).

WHAS-TV's proposed findings, filed two months ago, were only slightly less voluminous. The station used 319 legal-size pages in supporting its application.

Magnuson introduces FCC prompted bills

FCC-suggested legislation to give the agency power to suspend broadcast licenses for periods up to three months, impose fines of up to $1,000 on broadcasters and to seek injunctions in federal courts to halt willful or repeated offenses pending disposition of show cause or cease and desist orders was introduced last week by Sen. Warren G. Magnuson (D-Wash.).

The bill (S 3528) would authorize the FCC to vary the suspension period or fine to fit the gravity of the offense, FCC Chairman Frederick W. Ford explained in a letter accompanying the commission's proposals. The injunctive sanction would give the FCC an expeditious way to halt undesirable practices without denying the licensee due process, Mr. Ford said, noting the Federal Trade Commission has injunctive power in some cases and the FCC feels similar FCC power would be in the public interest.

The proposed fine of up to $1,000 could be imposed for each day the FCC finds an offense or violation has occurred. The fines would be paid to the U.S. Treasury and be recoverable by a civil suit by the FCC in federal courts.

The injunction proposal would give the FCC power not only to halt offenses being made but offenses the FCC believes a licensee is about to make.

EQUIPMENT & ENGINEERING

EIA FM STEREO TEST READIED

Boston, Pittsburgh field trials set for June

Fm radio's new sound—stereophonic broadcasting—is scheduled to have its separate channels tested over the air next month by an industry committee.

Electronic Industries Assn. announced last week that its National Stereophonic Radio Committee has established a June 5 target date to commence field testing proposed fm stereo systems. This will take place in Boston and possibly in Pittsburgh.

NSRC comprises representatives of all elements of electronics manufacturing industry except RCA and CBS.

Technical data resulting from the tests will be submitted to the FCC to help the commission establish standards for fm stereo transmission.

FCC Rule-Making ■ The commission two weeks ago issued proposed rulemaking for fm binaural broadcasting. It accepted eight proposals and denied seven. It asked NSRC to run tests on proposed systems—including those recommended by Crosby Labs., Calbest Electronics Co., Multiplex Labs., EMI (England), Zenith, General Electric, RCA and CBS. It said that a Philco recommendation was similar to one of those which the NSRC will test.

The FCC asked for comments on the rulemaking proposals by July 29 (BROADCASTING, May 9).

A. Prose Walker, NAB manager of engineering, is chairman of the NSRC testing panel. Ross Beville, WWDC Washington engineering vice president, is vice chairman.

A.C. Goodnow, Westinghouse Broadcasting Co., is chairman of the subcommittee on transmitting and receiving facilities; W.J. Wintringham, Bell Telephone Labs., of specifications and measurements, and R.N. Harmon, Westinghouse, and Daniel Reicklinhausen, H.H. Scott Co., co-chairmen of transmitter and receiver specifications.

Dr. M.R. Schroeder of Bell Telephone Labs. is preparing a test tape to be used for qualitative, subjective evaluations.

The tests will be undertaken over Westinghouse's WBZ-FM Boston and Charles River Broadcasting Co.'s WCRB-FM Waltham, Mass. WBZ-FM has an RCA 3 kw transmitter and radiates 2.8 kw; WCRB-FM has a General Electronics Labs. 1 kw transmitter radiating 3.3 kw.

The NSRC group also plans to use Westinghouse's KDKA-FM Pittsburgh if necessary. This is equipped with a Westinghouse 10 kw fm transmitter, which radiates 47 kw.

Getting Ready ■ The committee is scheduled to meet in New York May 26 to check preparations for the tests. Proponents of the various systems were asked to furnish and install their equipment in the test stations by May 29.

NSRC was established early in 1959 under the auspices of EIA. RCA and CBS refused to affiliate because of fear

the QUALITY touch

Modern machinery and mass production techniques will always give way to the skilled hands of the tailor when it comes to the ultimate in suits. Likewise, the points of superiority which constitute the difference in television and radio today are not so much of mechanical doing. It still takes that human element . . . the "quality touch"! And we're ready to put it to work for you!

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

of antitrust violations. To overcome this, EIA late last year asked the FCC to sponsor NSRC as a government constituted study group, similar to the industry-sponsored Television Allocations Study Organization. The FCC refused to do this, but later asked EIA to have the committee supervise technical tests. Mr. Wintringham is acting chairman of the full committee.

3M OPTIMISTIC

Stockholders told record year ahead

Minnesota Mining & Mfg. Co., encouraged by record first-quarter business and the addition of new advertisers and affiliates by its newly-acquired Mutual radio network, is glowing with optimism over the remainder of 1960.

3M officials reported at the company's annual stockholders' meeting Monday that sales amounted to $128,669,218 during the first three months, compared with $115,172,320 in the first 1959 quarter. Earnings were $16,217,911 (equal to 95 cents a share) as against $13,956,520 (or 82 cents a share) last year.

Herbert P. Beutow, 3M president, said the figures include operations of foreign subsidiaries fully consolidated for the first time in the 1959 annual report. Save for Canadian and export, foreign operations previously had not been reflected. Sales at the start of the second quarter are reflecting adjustments in some industries served by 3M, with expectancy of improvement in the remaining eight months of 1960 and sales continuing above 1959 levels, he added.

The annual stockholders' meeting was highlighted with reports on 3M's acquisition of MBS (BROADCASTING, April 25) and a demonstration of its new tape cartridge system for home recorded music, to be available commercially sometime next year, plus a vote on a proposed three-for-one stock split.

Stockholder approval of the three-for-one split in common stock, to become effective with filing of an amendment in Delaware May 20, was accompanied by board action. Directors voted to increase the quarterly dividend, payable June 12, to 45 cents per share on all shares outstanding on May 20, which is 15 cents on split shares. It's equivalent to an annual rate of $1.80 per share on present shares outstanding compared with $1.60 per share. New dividend is equal to annual rate of 60 cents per share on split shares. There are 17,058,417 shares of common stock outstanding now compared with 17,007,273 for the quarter ended March 31.

Mr. Beutow reiterated to stockholders that 3M bought Mutual to perform a public service but that the addition of new major advertisers and affiliated stations appears to justify 3M's faith the radio network also will "return a profit." He denied speculation that the company plans to use MBS to promote its products through heavy advertising schedules. His explanation to stockholders:

"Our directors have felt for some time that we should direct some of our energies and resources to strengthen the free enterprise system under which we have grown and prospered. Mutual in our opinion provides such an opportunity. Its highly-regarded news and public affairs service is a vital part of our nation's free press and communications system.

". . . Our divisions and subsidiaries continue to be responsible individually for their advertising programs and it is up to them whether they advertise on Mutual or on any other networks."

In fact, Mr. Beutow noted, 3M recently signed, for its Thermo-Fax products, with NBC-TV for co-sponsorship of the National Open golf tournament to be telecast June 18.

3M's tape cartridge system was demonstrated to stockholders by Dr. Peter C. Goldmark, president of CBS Labs, with which 3M contracted initial research. Ease of handling, comparable to that of a conventional record player, and quality of professional tape equipment reproduction, are among the features of the system.

The three-for-one stock split would increase the number of authorized shares from 25 to 75 million and outstanding shares from about 17 to 51 million. There were 17,007,273 shares of common stock outstanding for the first quarter ended March 31 compared with 16,948,902 in a similar 1959 period. Total number of 3M shareholders exceeds 50,000. 3M stock closed Monday (May 9) on the New York Stock Exchange at 191.6 and Midwest Stock Exchange at 191.4.

The company's sound "cash position" will enable 3M to carry out a $50 million expansion program to keep pace with sales growth, Mr. Beutow told stockholders. New plants are underway in this country and abroad.

Tight squeeze ▪ Using a sound-on-film camera capable of fitting into cramped quarters that would not accommodate many cameras is Ralph Mayher (l), chief cameraman of KYW-TV Cleveland, here interviewing Lt. George E. Peterson Jr., USN, commander of a training submarine. The completely transistorized model 400VF camera weighs only 18 pounds and has a 12-pound over-the-shoulder power pack (some 25 pounds less than standard SOF gear). It has a 400-foot-capacity film magazine and optical sound track. Total cost: $2000. Operating costs are reportedly nominal, primarily involving a $1 replacement battery every 10 hours of filming. Mr. Mayher made some of the improvements incorporated into the latest model, which is released by Television Specialty Co., 350 West 31 St., New York 1. With the high-speed lens, the available light is sufficient through use of Dupont ASA 160 film. Tri-X with a 320 rating can be used. A Hill automatic processor is also used and film may also be used reversably, printing color or black and white.

Why a public handout to these private interests?

This country's highways, airports, airways, and inland waterways have already cost over $150 billion.

Money to pay this huge bill has come substantially from the general taxpayers through the income taxes, property taxes and other *general* taxes they pay.

Yet these publicly-built transportation facilities are used extensively by private, commercial interests. And in many instances these private interests pay none of the costs of construction, maintenance, and operation.

In contrast, the railroads build and maintain their own facilities and pay taxes on them as well. Ironically, some of these taxes help build and maintain the facilities used by the railroads' competitors.

Some people ask, "But weren't the land grants of long ago a subsidy to the railroads?" No—this was not the case. In exchange for land grants, the few railroads that received them were required to carry government troops, personnel and property at half-price, and mail at four-fifths the standard rate. This form of repayment remained in effect until 1946, and by that time the government had received from the railroads rate reductions valued at more than a billion dollars—or about 10 times the value of the lands at the time they were received by the pioneer railroads.

Today billions more in taxes are being earmarked to expand and improve public transportation facilities. Shouldn't a fair share of these costs be paid by the private interests who use these facilities for profit?

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D. C.*

THE SWING TO NETWORK CONTROL

In networks' hands next fall: four-fifths of prime programming

The television networks, continuing to tighten their reins on program control, will achieve a four-to-one advantage over advertisers this fall.

Four out of every five shows in prime time will be licensed to the networks which carry them, and sold in turn to advertisers. The fifth show will be one which the advertiser licensed from an outside producer and placed in a network time.

The all-network percentage of network controlled shows: 80% for the 1960-61 season, as compared to 71% in the 1959-60 season. By network, it's 89% for ABC-TV (against 97% this season)*, 67% for CBS-TV (against 52%) and 86% for NBC-TV (against 66%). The percentages show ABC-TV has been in the forefront of the network-licensing trend, while CBS-TV, latest to act, will make a substantial move this fall.

The count of network-licensed shows next season compared to this: ABC-TV 33 out of 37 shows (32 out of 33 this season), CBS-TV 27 out of 40 (22 of 42 this season) and NBC-TV 30 out of 35 shows (24 of 35 this season).

Cut of the Profits ■ Going hand in hand with the increase in number of network-controlled shows is an increase in the number of shows in which networks have a profit participation. Authoritative but unofficial estimates indicate that ABC-TV, for example, had profit participation in 49% of its nighttime programs this season, will boost that to 58% in the fall. CBS-TV's score was 52% this season, will go to 68%. NBC-TV's was 46% this season, will go to 60%.

Of the 112 shows BROADCASTING has plotted on the network prime time schedules next fall (see page 93), only 22 remain in the hands of advertisers. General Foods will have four, Procter & Gamble will be runner-up with three and the other 15 will be spread among individual advertisers. CBS-TV has most of them—13. NBC-TV has five and ABC-TV four. Of the 22, 17 are carryovers from this season.

General Foods' shows are *Danny Thomas, Zane Grey, Ann Sothern* and the new *Andy Griffith* all on CBS-TV; P&G's are *Rifleman* and the new *Law and Mr. Jones* on ABC-TV, and the new *Peter Loves Mary* on NBC-TV. There are two other new shows that will be advertiser controlled next season: Colgate-Palmolive's *My Sister Eileen* tentatively set for CBS-TV, and Bayuk cigars' *Jackpot Bowling* on NBC-TV.

Reason for the Trend ■ There are four principal factors which serve to strengthen the continuing trend toward network dominance over their schedules, a control that includes the choice of time and of program to fill the period:

The first is economics. Few advertisers can afford to go it alone. A sell-off to a second advertiser usually is more convenient—and less expensive—when done by a network rather than by the advertiser who has control of the show. By giving up control, the advertiser passes responsibility for sale of a half to the network.

A second is the debut of more hour-long programs, particularly those which invite advertiser participation. It's only logical—and practical—that the network license this show to advertisers.

Another factor is that increased tendency of networks acquiring part ownership in programs they air in prime time.

A final but very important factor is the practice of pilot-financing by networks. In such arrangements, the network normally seeks and receives a partnership (50%) in the show.

Dissenting Voices ■ The dual trends—toward increased program control and profit participation by networks—have not developed without criticism.

On the one hand there is the government position, which while insisting that networks control what goes on their air, at the same time takes them to task for exerting too much control.

Several large advertisers and their

Complications in control ■ One of the more intricate examples of program licensing is that connected with a new situation comedy, *Angel*, that starts next fall on CBS-TV. The program, starring Marshall Thompson and Annie Farge, was first acquired by the CBS Television Network from another division of CBS, CBS Films. The network then leased it to General Foods. This puts the advertiser in control of the program.

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* Although ABC-TV's percentage will be smaller next year, there is no change in general network policy. The network had only one advertiser-licensed show this season, will have four next season. Two of the new ones were brought over by advertisers from other networks.

How tv networks are taking over programming

Of 112 shows now scheduled for broadcast on the three television networks next season, 90 will be controlled by the networks themselves and only 22 by advertisers.

LEGEND: **Shows in this typeface are network-controlled**

Shows in this typeface are advertiser controlled

		7-7:30	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	**ABC-TV**	**Disney (Starts 6:30)**	**Maverick**		**Lawman**	**Rebel**	**Islanders**		**Churchill**
	CBS-TV	_Lassie*_	**Dennis the Menace**	**Ed Sullivan**		_GE Theatre*_	_Jack Benny*_	**Candid Camera**	**What's My Line**
	NBC-TV	**Shirley Temple**		**National Velvet**	**Bachelor at Large**	**Chevy Show**		**Loretta Young**	**This Is Your Life**
MONDAY	**ABC-TV**		**Cheyenne**		**Surfside Six**		**Adventures in Paradise**		_Peter Gunn*_
	CBS-TV		**Oh Those Bells**	**For Pete's Sake**	**Bringing Up Buddy**	_Danny Thomas*_	_Andy Griffith*_	_Hennesey*_	**Face the Nation**
	NBC-TV		**Riverboat**		**Wells Fargo**	**Klondike**	**Dante**	**Barbara Stanwyck**	_Jackpot Bowling*_
TUESDAY	**ABC-TV**	**Expedition**	**Bugs Bunny**	_Rifleman*_	**Wyatt Earp**	**Stagecoach West**		**One Step Beyond**	**Station Time**
	CBS-TV		**Station Time**	**Father Knows Best**	_Dobie Gillis*_	**Tom Ewell**	**Red Skelton**	**Garry Moore**	
	NBC-TV		**Laramie**		**Hitchcock**	**Thriller**		**Specials**	
WEDNESDAY	**ABC-TV**		**Hong Kong**		**Ozzie & Harriet**	**Hawaiian Eye**		**Naked City**	
	CBS-TV		**Aquanauts**		**Wanted: Dead or Alive**	_My Sister Eileen*_	**I've Got a Secret**	_U.S. Steel/Armstrong*_	
	NBC-TV		**Wagon Train**		**Price Is Right**	_Perry Como*_		_Peter Loves Mary*_	**World of . . .**
THURSDAY	**ABC-TV**		**Guestward Ho**	**Donna Reed**	**Real McCoys**	**My Three Sons**	**Untouchables**		**Yank**
	CBS-TV		**To Tell the Truth**	**Mr. Ichabod**	_Zane Grey*_	**Angel**	_Ann Sothern*_	**Open**	_June Allyson*_
	NBC-TV		**Outlaws**		**Bat Masterson**	**Bachelor Father**	_Ernie Ford*_	**Groucho Marx**	**Lawless Years**
FRIDAY	**ABC-TV**		**Room for One More**	**Harrington and Sons**	**Flint Stones**	**77 Sunset Strip**		**Detectives**	_Law and Mr. Jones*_
	CBS-TV		**Rawhide**		**Route 66**		**Mr. Garland**	**Twilight Zone**	**Public Service**
	NBC-TV		**Raven**		**Westerner**	_AT&T Musicals*_		**Michael Shayne**	
SATURDAY	**ABC-TV**	**Dick Clark**	**Roaring 20's**		**Leave It to Beaver**	**Lawrence Welk**		_Gillette Fights*_	
	CBS-TV		**Perry Mason**		**Checkmate**		**Have Gun Will Travel**	**Gunsmoke**	**Station Time**
	NBC-TV		**Bonanza**		**Tall Man**	**Deputy**	**World Wide '60**		**Station Time**

A rundown on those shows that are sponsor-controlled

*Here are the advertiser-controlled programs and their advertisers: on ABC-TV—*Peter Gunn,* Bristol-Myers; *Rifleman,* Procter & Gamble; *Law and Mr. Jones,* Procter & Gamble; *Gillette Fights,* Gillette.

On CBS-TV—*Lassie,* Campbell Soup; *GE Theatre,* General Electric; *Jack Benny,* Lever Bros.; *Danny Thomas,* General Foods; *Andy Griffith,* General Foods; *Hennesey,* P. Lorillard; *My Sister Eileen,* Colgate; *U.S. Steel Hour,* U.S. Steel; *Armstrong Circle Theatre,* Armstrong Cork Co.; *Zane Grey,* General Foods; *Ann Sothern,* General Foods; *June Allyson,* duPont; *Dobie Gillis,* Philip Morris and Pillsbury.

On NBC-TV—*Perry Como,* the show is licensed to Kraft Foods, but NBC-TV has a personal contract with Mr. Como; *Peter Loves Mary,* Procter & Gamble; *Tennessee Ernie Ford,* Ford Motor Co.; *AT&T Musicals,* American Telephone & Telegraph; *Jackpot Bowling,* Bayuk cigars.

agencies also oppose the trend, as do independent producers. They claim network control closes them out of prime time unless they bargain on the network terms.

The advertiser's irritation—sometimes by the advertising agency involved—stems from this factor: Network control, which by its very nature restricts scheduling, limits the advertiser's choice as to both the program it sponsors and the time period in which it is placed. Once it is committed to a network-licensed program, the advertiser usually is not free to drop it in mid-cycle and replace it with a show of its own. If it's the advertiser's show, however, the door is ajar for show replacement, or, in more drastic cases, a shift of a proven show from one network to another (note the *Peter Gunn* shift by Bristol-Myers from NBC-TV this season to ABC-TV next).

From the independent producer's point of view, it is becoming unattractive to offer staple products direct to the advertiser. This is because there is little assurance that the show will ever be seen on nighttime screens. There's a circling set of events in this area. If the show is sold to the advertiser, the advertiser in practice finds the network reluctant to accept it. The show must be of extra special quality or different enough to spark a reshuffling of network schedules to accommodate it. The advertiser often finds it necessary to return to the producer and work out an arrangement whereby the packager sells to the network which in turn licenses the advertiser.

Producers thus claim the most direct way to avoid bringing up the rearguard in a fast-action sales year is to deal directly with the networks. Network financing of pilot gives reasonable assurance that the program will be "locked" to the schedule. So does sale of a program series to a network. But if the producer does deal with a network, he frequently ends up offering a profit participation. This may include a substantial percentage of the gross take, plus in some cases distribution rights, particularly where the packager has no distribution facilities.

The Other Side ■ Then there's the network point of view. Show licensing would appear to be a logical progression toward maintaining network responsibility over what's programmed. Profit participation is not all gravy. A network feels it assumes a risk by tieing itself to a program property. A few shows may prove money-makers in the long-run, but there's a good chance that many shows will have to be written off.

The difference of whether a show is network-licensed or advertiser-licensed can be subtle. If a program catches the fancy of a General Foods or a Procter & Gamble, both knowledgeable in the program field, the show is part way to getting air-time.

But if the advertiser is a comparative lightweight (through lack of negotiating power), the odds are against a show he licenses gaining an entry to a network schedule.

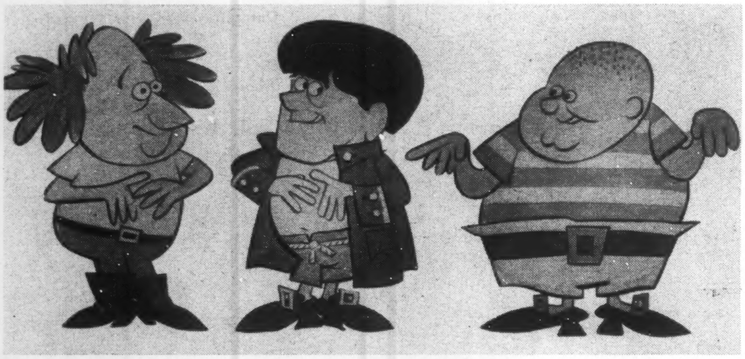
In both cases, it's assumed the networks are having no trouble in selling the schedule. A "depression" network year—as has happened in the past—works against network-licensing and for advertising control.

More importantly, a new show must have merit. Initial interest of a network—that is, how badly it wants the show—is reflected in how much profit participation it may end up with.

Such leading producers as Warner Bros., 20th Century-Fox, Screen Gems, United Artists-Ziv, Four Star Productions and MCA-Revue all have entered into profit participation agreements for various shows.

There is no pat formula. A "strong" show—the *Tom Ewell Show* on CBS-TV, Fred McMurray's *My Three Sons* on ABC-TV, Bristol-Myers' *Peter Gunn* (ABC-TV next season) and *Hitchcock Presents* (on NBC-TV next season) are cited as examples—can ride into a network schedule whether it's advertiser or network licensed.

The advertiser and agency, no matter how strongly in support of advertiser-control, acknowledge network responsibility for what is programmed, and, they admit, they can live with the situation if the network in assuming responsibility does not overlook the obligation to the advertiser's marketing objective.



Hysterical figures ■ The Three Stooges, (l to r) Larry, Moe and Curly, have figured a way to cash in on the popularity of their old shorts on tv. Since these were made before the days of residuals, the Stooges gain only indirectly and so have launched production of their own series to be called *The Three Stooges Scrapbook*. Another change that will be noticeable is a toning-down of the violence usually rampant in the old films which has come under parent-teacher fire. New series, produced by the comics' own Comedy III unit in association with Norman Maurer Productions, will also feature cartoon episodes produced by TV Spots. Both live and cartoon action is being done in full color. The plots will revolve around live sequences leading up to reminiscences of historical events at which the Stooges were allegedly present (the cartoon sequences). The pilot film of the new series is now being shown to New York network and agency personnel. The old Stooges shorts have been syndicated by Screen Gems in more than 160 markets and have gotten such high ratings as 24.0 in New York.

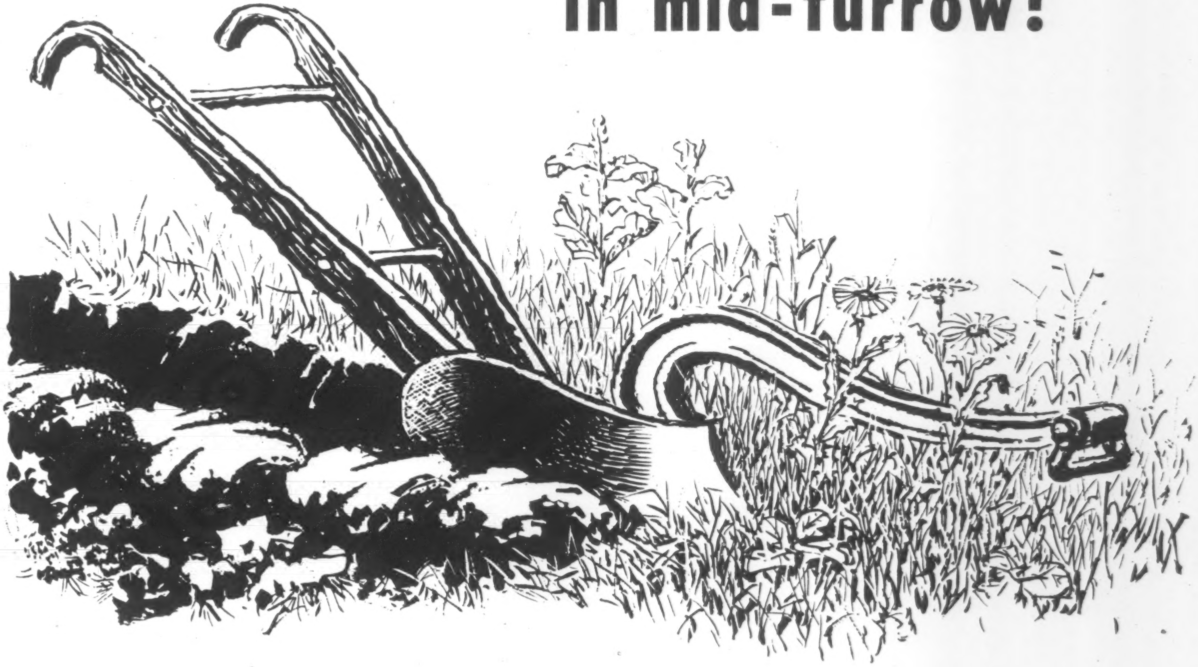
New contract boosts film directors pay

Increases in minimum directors' salaries from $600 to $650 a week for two years, with an additional increase to $675 for the next two years, are called for in a new contract agreed upon Wednesday (May 11) by negotiators for the Directors Guild of America, the Assn. of Motion Picture Producers and the Alliance of Television Film Producers.

The new contract, which must be ratified by the boards and memberships of DGA, AMPP and ATFP, is a four-year pact, dated from May 1, 1960. It is the second joint agreement covering directors working in films for both theatrical and tv exhibition. The first, which this will succeed, was negotiated by the Screen Directors Guild (now combined with the Radio and Tv Directors Guild into DGA) in July of 1958.

The new agreement also calls for minimum salaries of first and second assistant directors to be boosted 10% for the first two years of the contract

Let's not leave the plow in mid-furrow!



In 1959 Congress voted to reduce the 10 per cent excise tax on travel to 5 per cent, beginning July 1, 1960. Although this was an encouraging step, it was half-measure and not a solution to the problems which the tax creates. Congress should be urged to repeal the entire tax at this session.

The travel tax was imposed during World War II *as a temporary measure* partly to help meet the great costs of the conflict but particularly to discourage unnecessary use of vital transportation facilities.

The tax is not paid by the companies providing transportation services but by the traveler . . . everyone who uses trains, planes or buses. It thus penalizes and discriminates against travelers who must use public carriers and in favor of those who use private transportation. It discriminates, too, against the traveler who wants to "See America First." Because foreign travel is tax exempt.

It is unlikely that the government would suffer any considerable net loss from the removal of this tax. Much of it is deductible from taxable income as a business expense. In addition, increased use of public carriers generated by repeal of the tax would result in higher tax payments by these carriers.

This discriminatory and burdensome travel tax has long outlived its usefulness. In continuing to discourage use of our public transportation systems, the tax now threatens the ability of the carriers to meet the growing needs of the economy and national defense.

Let's not leave the job half done. Congress should repeal the entire tax *now.*

NATIONAL CONFERENCE FOR REPEAL OF TAXES ON TRANSPORTATION
1710 H Street, N.W.
Washington 6, D. C.

Hollywood writers' strikes continue

Writers Guild of America, West will hold a negotiating session today (May 16) with a group of some 50 tv film producers who are neither affiliated with one of the major motion picture studios nor a member of the Alliance of Television Film Producers. Today's meeting was set following a session last Wednesday (May 11). No meeting was held with ATFP nor is one scheduled. It is expected, however, that the guild and the producers' group will resume negotiations after the top officials of WGAW return to Los Angeles from a meeting with their counterparts of the guild's eastern division in New York. WGA bylaws require the eastern and western councils to get together twice a year. Their last meeting was held in Los Angeles last November.

This evening, the screen branch of WGAW will hold a membership meeting to discuss a new package proposal submitted by the major motion pictures producers in an attempt to end the WGA strike against them. Like the tv film strike, the writers' strike against the movie makers started Jan. 16. Terms of the latest offer of the Assn. of Motion Picture Producers were not divulged, but it was learned that the WGA negotiating committee is not going to recommend acceptance of the new package *in toto,* but has called the meeting to get the advice of the screen writers as to how to proceed with the negotiations. AMPP's previous offer was similar to the agreement reached with the Screen Actors Guild. But this was rejected by the writers largely because they refused to accept the producers' definition of pay-tv as merely an extension of the theatrical box office and as such not to call for any extra payment to writers of theatrical films.

and an additional 5% for the remaining two years. Minimum for first assistants is now $370 a week; for second assistants it is $215 a week.

Like the actors, the directors waived claims for payment if pre-'60 theatrical films are released to television. For post-'60 theatrical films, the producers agreed to pay 2% of their receipts from a sale to tv, after deduction of 40% for expenses. This provision of the contract runs for six years. Also, like the actors, the directors will get a pension fund to be established by a producers' payment of 1½% of salaries paid directors and assistant directors from Oct. 1, 1953, through Dec. 31, 1959, less the amount producers have paid on behalf of directors and assistant directors under the existing industry pension plan. This payment, estimated at approximately $360,000 will be paid in 10 equal yearly installments.

Tv Re-runs ■ The pension plan also calls for producers to pay a sum equal to 5% of directors' salaries on theatrical films, with a ceiling of $100,000 per director per picture. For tv films, producers' payments will equal 5% of the initial amount of the directors' salary, with a ceiling of double the initial minimum. Producers will contribute 5% of assistant directors' total salaries. Directors and assistants will themselves contribute 2½% of their salaries to the pension plan.

The existing structure is continued for television film re-runs: 35% of weekly minimum for the first re-run, 30% for the second, 25% for the third, 25% for the fourth, 25% for the fifth and all subsequent re-runs combined for a total of 140%. However, a joint economic study committee is to be appointed to look into the whole subject of tv re-runs.

The directors accepted the position of the producers that pay tv is the same as theatrical exhibition. But if after two years pay tv has had "a material effect on the theatrical box office," the contract may be reopened for minimum theatrical salaries only.

The prickly question of foreign re-runs, which has kept the tv film producers from completing a new contract with the writers, is handled this way in the new directors' pact: "The directors are given a 'favored-nations' clause in respect to television re-runs in the foreign market."

More daytime ABC-TV

ABC-TV will expand its daytime programming in the fall by scheduling an additional full hour daily between 11 a.m. and 12 noon, according to an announcement today (May 16) by Oliver Treyz, network president. Mr. Treyz said that ABC-TV will be offering "more hours of network programming to the public between 11 a.m. and 6 p.m. than either of the other networks." The 11-11:30 a.m. period will be filled by the *Gale Storm Show*, and the 11:30-12 noon period will be occupied by a new serial, *Hope Springs*. Mr. Treyz said two other properties will be added to the daytime schedule in the fall—*Road to Eternity* (2:30-3 p.m.) and *The Texan* (12 noon-12:30 p.m.).

WGA signs networks; producers still struck

The Writers Guild of America reported last week that it has signed a three-year contract with ABC, NBC and CBS covering staff and freelance radio-tv writers. However, it continued its four-month-old strike against television film producers, including the three television networks (BROADCASTING, May 9).

The maximum weekly scale for staff writers at CBS and ABC was raised from $182 to $191 immediately and will be boosted to $195 for the second and third years. In addition, writers at CBS and ABC receive extra payment when employed on commercial programs. At NBC, which makes no provision for commercial fees, the scale rises from its present $202 weekly to $211 immediately and $214 for the second and third years. Expanded fringe benefits also are provided in the pact with networks. Freelance writers won a 5% contribution of their earnings for a pension plan and a 5% increase in fees. Terms of the writers' new contracts are retroactive to April 1.

O R A S N

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 16-20, 23-25 (6:30-7 a.m.) **Continental Classroom.**

May 16-20, 23-25 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

May 16-20, 23-25 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

May 17, 24 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

May 17, 24 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

May 18, 25 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

May 18, 25 (9-10 p.m.) **The Perry Como Kraft Music Hall,** Kraft through J. Walter Thompson.

May 19, 26 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 20 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

May 20 (8:30-9:30 p.m.) **The Jerry Lewis Show,** Proctor Electric through Weiss & Geller.

May 21 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

May 21 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

May 21—(7:30-8:30 pm.) **Bonanza,** RCA through Kenyon & Eckhardt.

May 22 (8-9 p.m.) **Music On Ice,** sustaining.

May 22 (9-10 p.m.) **The Chevy Show,** Chevrolet through J. Walter Thompson.

May 23 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

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The scene: Edwards Air Force Base, Calif. Crack engineers work 'round the clock to ready the X-15 for its flight to the brink of outer space. Its engine, built by Thiokol in Denville, New Jersey, packs a 400,000 HP punch—more than the power of two giant ocean liners! Because of an accelerated assembly schedule, some parts—like this turbine pump control—are installed right on the flight line. They must be shipped fast, with kid-glove handling. In short, a job for low-cost AIR EXPRESS. Give your business these advantages, too. Call AIR EXPRESS to speed your products FIRST TO MARKET . . . . FIRST TO SELL.

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TELEVISION'S BIG MAN FOR 1960-61

It's Henry Jaffe—who lets talent take the limelight while he quietly exerts vast power as producer, agent and attorney

The busiest independent producer for the upcoming television season won't be such frequently mentioned tv tycoons as David Susskind, Hubbell Robinson or Robert Saudek. The title of television's production kingpin for 1960-61 will be a short, quiet man known as Henry Jaffe.

Exerting immense power at low visibility, Mr. Jaffe is masterminding a schedule that will cover at least 70 hours of network programming during the year, including 52 shows for Chevrolet, 15 programs for Bell Telephone and an undetermined number of hour-long specials. They will keep him hopping from coast to coast all year.

A Hollywood scenario, glutted with glamor, show business nostalgia and behind-the-scene maneuvering, could be fashioned easily on "The Many Lives of Henry Jaffe."

It might open with his boyhood, when he was a wide-eyed theatre and opera buff in Manhattan. Then it might progress through his career as theatrical attorney, business manager and confidante to "big name" entertainment personalities, a founder of, and legal counsel to, two talent labor unions and executive producer and packager of highly-acclaimed live television programming, including *Producers' Showcase, The Dinah Shore Chevy Show, The Bell Telephone Hour* and *Shirley Temple's Storybook*.

Light and Shadows ▪ Pathos and conflict never hurt a script either. There have been peaks and valleys in Henry Jaffe's life too. He was married for many years to actress Jean Muir, but they now are divorced, though still friends. For many years, too, he was associated with his younger brother, Saul, in both law and television. They dissolved their association three years ago, said to be attributable to "a difference of opinion." Their present relationship is said to be cool and distant, but they speak warmly of one another.

Despite his formidable influence in radio and television over a span of about 25 years, Henry Jaffe is a person whose name is "known" to many industry figures—but few know much about him. He remains one of the more under-publicized titans of tv and he prefers it that way.

An associate recently said that for 1960-61, Mr. Jaffe will have "at least 70 shows on the networks, consisting of 52 *Chevy* shows, 15 *Bell Hour* programs and a still undetermined number of other specials." This claim was checked among several other leading producers. A spokesman for one exclaimed in surprise: "You know, that's right. This certainly makes Jaffe the busiest independent producer around. It's funny, but when you think of independent producers, you never think of Jaffe. He surrounds himself with talent and it's the talent that gets the headlines, not Jaffe."

Heart and Fist ▪ Henry Jaffe is a small, slender man with an expressive face, luminous eyes and a balding dome. An associate characterizes him as "a soft-voiced Cagney of a man, all heart and fist." This description may be a trifle lyrical, but those who know him say that it hits close enough to the mark to be accurate. His old friend, Dinah Shore, can attest to his generosity and hard-headed dealings in her behalf.

The secret of his success, colleagues say, is that he knows talent and knows how to negotiate. He is said to be endowed also with all the other attributes of a successful showman: drive, imagination, single-mindedness and flexibility.

Mr. Jaffe is a talented raconteur. His endless anecdotes are humorous and full of the names of entertainment VIPs. His stories often become marathons. A visitor pressed for time faces a delemma—to enjoy a well-told, revealing episode or to divert Mr. Jaffe's attention to business at hand.

Mr. Jaffe was born in Manhattan on Jan. 19, 1907. He acquired his interest in law and his love for the entertainment field from his father, Moses Jaffe, a well-known theatrical lawyer. Mr. Jaffe recalls fondly: "We used to go to the theatre and the opera five times a week. We saw about every performance of Enrico Caruso in New York."

'I Quit' ▪ An apt student, Mr. Jaffe received both his bachelor's and law degrees from Columbia by the time he was 22. He worked for more than six years for a large, conservative law firm that specialized in utilities litigation. Though he handled cases involving millions of dollars, his weekly salary was less than $50 a week. He summoned up courage one day and asked the head of the firm if he might be considered for promotion to junior partner. He remembered his superior

TO ONE OF HIS ASSOCIATES, MR. JAFFE IS . . .
. . . 'a soft-voiced Cagney of a man, all heart and fist'

New–from the world leader in FM!

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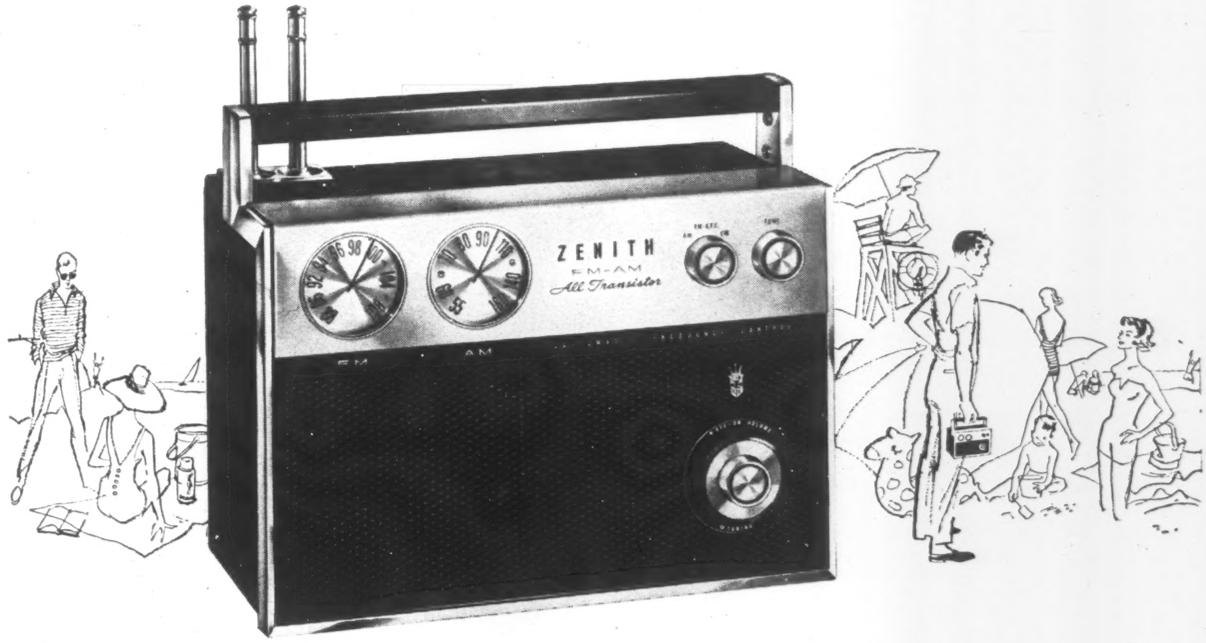

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FILM does the "impossible"!

THE *REAL* McCOY! Not a background projection! This scene, from a 60-second TV film commercial, was shot, as a unit, skyline and all, from the roof of a Brooklyn hotel. It comes to viewers *real as life,* and —real importantly—*at lowest possible cost.*

And so it goes—whenever you want the exceptional—turn to film. For film, and film alone, gives you the opticals, the other effects, you must have for high-polish commercials . . . provides animation . . . assures coverage and penetration the world over.

For further information, get in touch with Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

PRODUCER: Gray-O'Reilly Studios
ADVERTISING AGENCY: Young and Rubicam, Inc.
ADVERTISER: General Cigar Company, Inc.
PRODUCT: Robt. Burns Continental

Reproduced from retouched 20X enlargement of original 35mm film.

saying coldly: "Mr. Jaffe, we will make you a junior partner when we're good and ready—and not one minute sooner." On the spot, Mr. Jaffe made a quick decision: "I quit."

Without clients, he opened a small office in New York. As an avid theatre and opera goer, he had made the acquaintance of Lawrence Tibbett. One day Mr. Tibbett complained to him about the arbitrary contracts which some concert bureaus forced performers to sign. Mr. Jaffe commiserated with him, but pointed out that one artist alone couldn't correct the grievance. He said concert bureaus could easily leave him out in the cold and substitute other artists if he became too unyielding.

Then Mr. Jaffe's brain percolated: why not a union for all musical artists? He and Mr. Tibbett persuaded other beleaguered artists to join forces with them—and the American Guild of Musical Artists was created. Mr. Jaffe was in business too—show business. In 1936, prodded by Mr. Jaffe's shrewd negotiation tactics, the conservative Metropolitan Opera House capitulated and signed its first AGMA contract.

AFRA Is Born ■ Similarly, in 1937, Mr. Jaffe was in the forefront of activity for the formation of a union to represent broadcast performers. Up until that point there was a broadcast section within Actors Equity, but Mr. Jaffe and the late George Heller reasoned that the field was large enough to sustain its own union. So the American Federation of Radio Artists was born with Mr. Jaffe as counsel. That summer AFRA negotiated its first network contract, covering sustaining programs only.

Mr. Jaffe pointed to an ironic sidelight of his career: while still counsel to the radio-tv performers' union in the 1950s, he also became active as a producer. He recalls that "as lawyer for AFTRA, I cost *Producers Showcase* a lot of money."

His legal chores for AFTRA and AGMA plunged him deeply into the world of show business. The consultation he provided as a union counsel often led to an outside association with well-known entertainers. Among the big names he has represented are Frank Sinatra, Grace Kelly, Jascha Heifitz, Burl Ives, Doris Day, Alec Templeton, Ethel Merman, Leland Hayward, Montgomery Clift and Dinah Shore.

"Dinah and I," he said, "have had a warm friendship for more than 20 years."

He met Miss Shore in 1939. She was then appearing on a radio network and on a local radio station in New York, for which she "received" $150 per week. But, actually, Miss Shore took home little more than $50 of that sum. She had two agents, each of whom extracted 20% from her gross, and a New York hairdresser, who was promised 25% of the stipend because he had befriended the singer when she came to the big city and had introduced her to show-business figures. Miss Shore's brother-in-law brought the predicament to the attention of AFTRA and Mr. Jaffee decided to help.

'Get Lost' ■ He talked long and hard with the agents and persuaded them to release Miss Shore from her contract. He growled two words to the hairdresser ("get lost") and "we haven't heard from him since," Mr. Jaffe volunteered.

His excursion into tv production was "accidental," Mr. Jaffe said. His activities in behalf of various clients had led to an acquaintanceship with Sylvester L. (Pat) Weaver Jr., then NBC president, and they learned they shared an interest in the theatre arts. One day Mr. Weaver talked animatedly with Mr. Jaffe about television's obligation to bring to the public some significant programming on opera, ballet, serious drama and music. He suggested that Mr. Jaffe bring together a group that would line up talent to stage such a presentation once a month. Mr. Jaffe persuaded one of his clients, Leland Hayward, a well-known Broadway producer, to serve as executive producer for the project, known as *Producers Showcase*. Mr. Hayward agreed and everyone swung into action.

Shortly before the first production was to go on the air in the fall of 1952, Mr. Hayward became ill and NBC suggested that Mr. Jaffe, who had been immersed with the project, supervise *Showcase* for two months until another producer could be selected. The new selection was never made and Mr. Jaffe and brother Saul produced the 90-minute, once-a-month spectacular for the five years it remained on the air.

Among the memorable programs carried on *Showcase* were "Peter Pan," starring Mary Martin; S. Hurok's "Festival of Music," with Marian Anderson and others; the Sadler's Wells Ballet; "Romeo and Juliet," with Claire Bloom; "Cyrano," with Jose Ferrer, and many other distinguished offerings. As part of *Producers Showcase*, two highly-regarded dramatic programs also were presented — *The Goodyear Playhouse* and *The Alcoa Hour*.

Pathway to Hollywood ■ When the Jaffe brothers ended their long partnership in 1957, Dinah Shore asked Henry Jaffe to go to Hollywood to serve as executive producer of her program. This past season, his company, Henry Jaffe Enterprises, also produced *The*

Bell Telephone Hour, which won a Peabody Award a few weeks ago.

And the future? For next season, Mr. Jaffe plans to produce "specials that really are specials," he asserted. He declines to give details but indicated they will be in the genre of *Producers Showcase*—programming covering the gamut of the entertainment arts.

Mr. Jaffe makes his home today in a Hollywood cottage with his son, David, 17, who is "an accomplished wrestler and a future physicist." His other two children—Michael, 15, and Margaret Ann, 12, live with Miss Muir in White Plains, N.Y.

He maintains full staffs in both New York and Hollywood. At the height of the season, Jaffe Enterprises employs about 250 people in both cities. His aides include Barry Wood, who produces the Bell series in New York, and Bob Finkel, who produces the Dinah Shore programs. He considers Norman Lessing, script supervisor, his "chief assistant," and relies heavily on his executive assistant, Rose Blacker, who has been associated with him for more than 15 years.

Mr. Jaffe is a working producer—he helps plan programs, select artists—but knows how to delegate authority. He commutes to New York at least every two weeks on business.

Tennis and Yogi ■ He is up at six each morning and plays tennis and swims before going to the office. He is a devotee of Oriental philosophy and art and has an extensive collection of paintings from the Orient and of ivory from all over the world. He is an enthusiastic chess player. Mr. Jaffe believes in Yogi, but confessed he is "not disciplined enough to master the technique, but my son, David, is much more accomplished than I."

How does he do so many things? He smiled faintly and replied:

"I need only three hours sleep a night. I stay in bed longer than that—only because I have no one to talk to. Nobody is up at that time."

IT'S ALL NEWS—NO MUSIC

KFAX San Francisco is air 'publisher'

Five years ago a broadcaster wrote himself a 26-page memorandum. He showed it to a friend, who added some thoughts of his own. Then the memo was filed away, but the associates would take it out once a year to see if it stood up. It did.

Today (May 16) it is taking form as KFAX San Francisco, a radio station dedicated to news and nothing else.

The memo writer was J. G. (Gil) Paltridge. The friend—Ray Rhodes. The two west coast radio men had been interested in news since college days when they ran a daily paper. Today they are respectively executive vice president-general manager and president-general manager of KFAX successor station to KJBS. The sale to Argonaut Broadcasting Co., for $425,000, operator of KFAX, was approved by the FCC week before last (BROADCASTING, May 9). A.J. Krisik, who with Theodore J. Wolf owns KFIV Modesto, Calif., is chairman of the new firm that has outlined for itself the role of "broadcast publisher."

"Newsradio," as conceived by the KFAX founders, means not only total news throughout the schedule. It also means selling under the publishing concept, as practiced in English television and advocated by some for television here. An advertiser may buy announcements, but he can't buy a show. KFAX commercials are integrated within programming according to the advertiser's audience objectives and time choices. There are no opening-closing billboards. The commercial formula contemplates three announcements per quarter-hour news segment, two for 10, one for five, and spots at station breaks.

The Editors ■ A team of news professionals is running the show at KFAX. There's a managing editor (no program director), editorial director, fulltime and free lance editors, commentators and specialists. They turn out news in hour blocks of five to 15-minute units, with two-minute slots several times a day for station editorials and a column for listener opinion and comment immediately following editorials. A weekday morning on KFAX looks something like this:

7:00 "The seven am edition"; 7:15 Business news commentator; 7:20 World news analyst; 7:30 News headlines; 7:35 Sports commentator; 7:45 Station editorial; 7:47 Listener opinion and comment; 7:50 Story-in-depth.

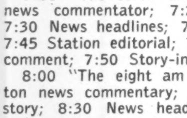
8:00 "The eight am edition"; 8:15 Washington news commentary; 8:25 Local news feature story; 8:30 News headlines; 8:35 Sports news and commentary; 8:45 Station editorial; 8:47 Listener opinion and comment; 8:57 Weather.

9:00 "The nine am edition"; 9:15 Food editor; 9:20 Local news feature story; 9:30 News headlines; 9:35 Sports news; 9:40 Women today (syndicated feature); 9:45 Story-in-depth; 9:55 News oddities feature.

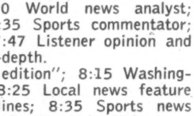
10:00 "The ten am edition"; 10:15 Movieland—Hollywood news.

The staff has at its disposal the entire UPI daily service, putting it on equal footing with newspaper subscribers. This is augmented by a state news wire. Editors work on a leap-frog basis, turning out the hourly *Editions,* with some segments repeated during the day but no repetition within the hour.

The editorial team includes Ed Salzman, managing editor, formerly city editor of the *Oakland, Calif., Tribune;* Jock Laurence, former foreign correspondent and head of his own Washington, D.C., radio news service; Dave Schofield, longtime news director of KFRC San Francisco and sportscaster; Dr. Robert Scalapino, head of the U. of California political science department and KFAX world news analyst, and Dorothy Levy, women's sports commentator and wife of U. of California football coach Marv Levy. Hean Paulson, journalism head of Brigham Young U. and former managing editor of the *Berkeley* (Calif.), *Daily Gazette,* will be KFAX editorial director until September.



MR. PALTRIDGE



MR. RHODES

Underlying the KFAX experiment is a three-plank platform:

■ An exclusive image. KFAX believes it has come up with the country's first total-news format, one that is easily identifiable;

■ Promotability. "Dial 11 [1100 kc] for news."

■ Saleability. News programs and adjacencies seldom appear unfilled on availability sheets. "People listening to news and comment are paying attention—usually close attention," the management comments.

The dog-eared Paltridge-Rhodes memorandum contains research supporting the total-news theory. Using Pulse radio ratings in markets where they have worked over the years, the authors graphed the audience throughout the broadcast day. The fever line invariably peaks at newstime, or, as Mr. Paltridge illustrates, pointing to valleys of regular programming, the line meanders until the news hour, and then, "whap, it pokes up." Presumably, KFAX's own Pulse line will run happily along at the "whap" level. In other research, KFAX has determined that San Francisco is a city of listeners rather than readers, with the largest daily reaching only 22.2% of families in the combined city and retail trading zones.

BMI
1940
1960

BMI SALUTES ITS

1960
PULITZER
PRIZE WINNERS

In Music

ELLIOTT CARTER

for

"SECOND STRING QUARTET"

In Drama

JERRY BOCK

and

SHELDON HARNICK

For the Score of

"FIORELLO!"

BROADCAST MUSIC, INC., 589 FIFTH AVENUE, NEW YORK 17, N. Y.

Graphic Pictures eyes toll tv for Chicago

Graphic Pictures Inc.'s plans for a $500,000 video tape and live production and syndication center in Chicago contemplate a possible working agreement with the permittee of uhf ch. 26 in that city, it was learned last week.

Also envisaged in long-range plans would be the utilization of the channel for toll tv purposes. The channel's currently held by WHFC Inc. (WHFC Cicero, Ill.) and former Rep. Richard Hoffman.

Graphic and RCA announced April 21 they had joined hands in an equipment venture designed to revitalize Chicago as a major tv production center for programs and commercials, with emphasis on video tape recording and duplicating facilities. Graphic has purchased $300,000 worth of tv camera and recording gear from RCA for new studios in the Daily News Bldg. A total investment of $500,000 has been earmarked for the project, according to Robert Estes, Graphic president (AT DEADLINE, April 25).

Mr. Hoffman said that WHFC Inc. plans to retain its uhf channel rather than return it in line with an FCC order earlier this year. At that time (AT DEADLINE, Feb. 22), the commission ordered 54 permittees to start building or turn in their cps. None of the principals reportedly involved in the joint project would comment officially on preliminary discussions. The obvious obstacle to putting WHFC-TV on the air would be the lack of uhf converters in Chicago, a four-station vhf market. Graphic would furnish complete studio facilities and taped, live and other programs including filmed sports staples.

Mr. Estes feels Graphic can provide better-quality, specially-tailored, low-cost programs to advertisers on a syndication basis in competition with network fare. Graphic's announcement represented the entry of another independent producer in the growing Chicago tape recording market.

Specifically, Graphic bought three vtr units and a color rack for each machine from RCA and is awaiting delivery of a color camera, plus certain automation equipment. It also purchased four new RCA 4½-inch tube cameras, and special effects gear.

Equipment ordered ■ Mr. Estes (l) orders $300,000 worth of video tape recording, camera and other equipment from C. H. Colledge, general manager of RCA's broadcast and tv equipment division.

OUTSIDE OF
REDWOOD CITY, CALIF.
HARVEY
HAS THE LARGEST
INVENTORY OF
AMPEX
PARTS
TO BE
FOUND ANYWHERE
CALL
HARVEY RADIO CO., INC.
103 West 43 St., N.Y. 36, N.Y. • JUdson 2-6380

California AP awards

Entries in the California Associated Press Radio-Television Assn.'s news performance competition were judged by a team from its Texas counterpart. While expressing regret over the lack of entries from non-metropolitan stations, the judges' report stated that "the distinguishing mark of the winners is that each reflected consummate planning and greatest care in execution of those plans."

The winning stations are:

TELEVISION:—News (Metropolitan division): Certificate of Excellence—KNXT (TV) Los Angeles for **Seven O'clock Report.** Certificate of Merit KRON-TV—San Francisco for **Six O'clock News.** SPORTS (Metropolitan division): Certificate of Excellence—KNXT—Los Angeles for Gil Stratton program. SPECIAL EVENTS (Metropolitan division): Certificate of Excellence—KFSD-TV—San Diego for **Cornea Transplant.** Certificate of Merit — KRCA-TV — Los Angeles for **Chavez Ravine Report.** DOCUMENTARY (Metropolitan division): Certificate of Excellence—KNXT—Los Angeles for **Hell Flower.** EDITORIAL or COMMENTARY (Metropolitan division): Certificate of Excellence—KFBM TV—San Diego for **Assignment: Harold Keen.** Certificate of Merit—KRCA-TV—Los Angeles for **California Report.** GENERAL PRESENTATION (Metropolitan division): Certificate of Excellence to KRCA-TV—Los Angeles.

RADIO:—NEWS (Metropolitan division): Certificate of Excellence—KNBC—San Francisco for Clarence Leisure's **7:30 a. m. news.** Certificate of Merit—KFMB—San Diego for Merritt Hadley's **News.** FARM (Metropolitan division): Certificate of Excellence—KNBC—San Francisco for **Western Farm Review.** Certificate of Merit—KGO—San Francisco for Henry Schacht's **Farm Reporter.** SPORTS (Metropolitan division): Certificate of Excellence—KCBS—San Francisco for Don Klein's **Sports Notebook.** Certificate of Merit—KNX—Los Angeles for **Sports Final.** SPECIAL EVENTS (Metropolitan division): Certificate of Excellence—KCBS—San Francisco for **Khrushchev Visit.** Certificate of Merit—KNBC—San Francisco for **It Happened Today—Nuclear Submarine Launching.** (Non-metropolitan division): Certificate of Excellence—KACE—Riverside for **SAC Navigation and Air Refueling Competition.** Certificate of Merit—KIDD—Monterey for **Storm.** DOCUMENTARY (Metropolitan division): Certificate of Excellence—KNX—Los Angeles for **Image of America.** Certificate of Merit—KCBS—San Francisco for **European Holiday** and to KFSD—San Diego for **The Border.** EDITORIAL or COMMENTARY (Metropolitan division): Certificate of Excellence—KCBS San Francisco for **Don Mozley.** (Non-Metropolitan division): Certificate of Excellence—KACE—Riverside for **How Much for a Child's Life?** GENERAL PRESENTATION (Metropolitan division): Certificate of Excellence—KNX—Los Angeles. (Non-Metropolitan division): Certificate of excellence — KACE — Riverside. AP NEWS COOPERATION: Certificates of Excellence—KBIS Bakersfield; KPRL—Paso Robles; KUBA—Yuba City; KSCO—Santa Cruz; KMYC—Marysville; KUKI—Ukiah. Certificates of Merit—KACE—Riverside; KNTV (TV) San Jose; KGEN—Tulare, KWG—Stockton; KSBY—San Luis Obispo.

Goldwyn gets reminder

The American Federation of Musicians last week notified producer Samuel Goldwyn that the union will expect re-use payment for musicians covering sale of motion pictures for tv showing. The letter followed one that was sent two weeks ago to Columbia Pictures (BROADCASTING, May 9), and noted that AFM has agreement with motion pictures for period between 1948-58, requiring prior consent by the union for sale of films to tv in which musicians appeared. The latter made it plain that the federation will seek repayments for all films sold to tv. Goldwyn has reported it planned to release some of its features to tv (BROADCASTING, May 9).

★ YUL BRYNNER ★ GEORGE STEVENS
★ OLIVIA DE HAVILLAND
Among the guests this week on
DICK STROUT'S
Internationally syndicated
'YOUNG HOLLYWOOD'
Harry S. Goodman Productions, Inc.—NYC

Georgia AP awards

The Georgia Associated Press Broadcasters Assn. has presented awards for outstanding news operations during 1959 to 14 radio and tv stations in that state. The awards are based on merit in gathering, editing and presenting various types of news broadcasts. WGAU Athens was honored with a special award for its work in the cooperative exchange of news between the AP and its member stations.

Stations and individual newsmen cited:

GENERAL NEWS CATEGORY: Superior rating: WDEC Americus, Paul Fieben, Charles C. Smith; WGAU Athens, H. Randolph Holder; WGST Atlanta, Jack Hurst; WSB Atlanta, Jim Axel, Dick Cowden, Bill Foster, Dick McMichael, Aubrey Morris; WSB-TV Atlanta, Joe Fain.—Meritorious rating: WBML Macon, Ben Porter; WDUN Gainesville, Ted Ogleseby, Bob Culler, Robert Parker, Jim Martin.—Excellent rating: WWGS Tifton, Frank Raley, Bill Sides.

SPORTS CATEGORY: Superior rating: WGAU Athens, Joe Grammer; WGST Atlanta, Jack Hurst; WSB Atlanta, Frank Stiteler, Howard Fuys.—Excellent rating: WBBQ Augusta, Pat Mulherin; WDEC Americus, Dewey Stone.

FARM NEWS CATEGORY: Superior rating: WDEC Americus, Charles C. Smith; WSB Atlanta, Jimmy Dunaway.—Excellent rating: WWGS Tifton, Frank Raley.—Meritorious rating: WDUN Gainesville, Whitey Butler.

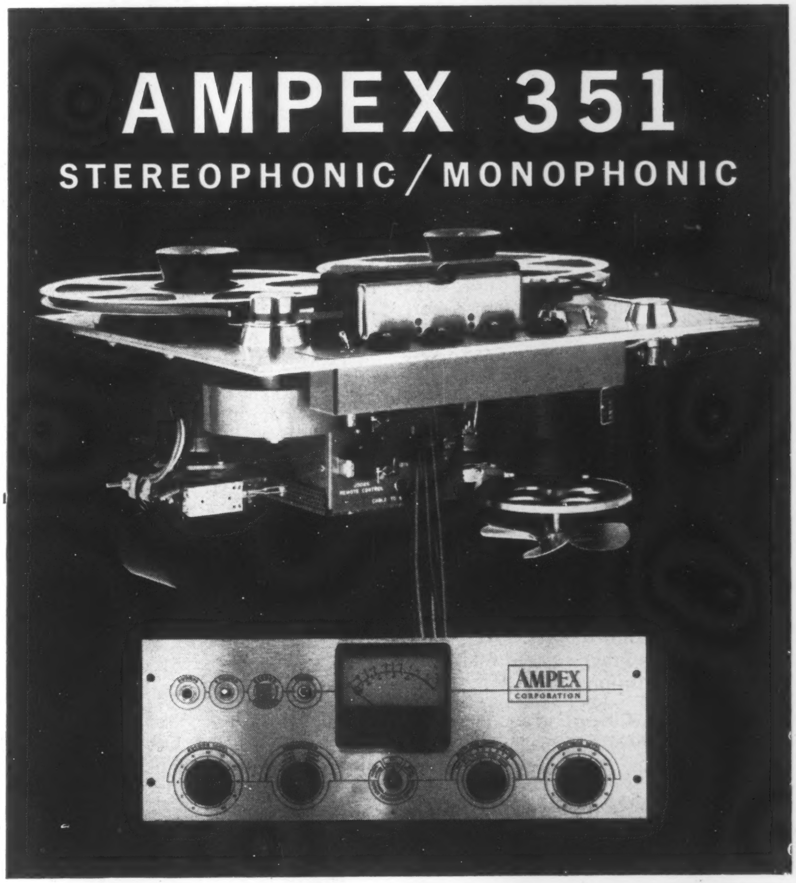
SPECIAL EVENTS CATEGORY: Superior rating: WDEC Americus, Charles C. Smith; WDUN Gainesville, Ted Oglesby; WSB Atlanta, Ted Hightower, Bill Foster.—Excellent rating: WGST Atlanta, Jack Hurst, Bernard Brown; WSGA Savannah, Cameron Cornell.

NEWS PROGRAMS-FEATURES CATEGORY: Superior rating: WGAU Athens, H. Randolph Holder; WGST Atlanta, Bernard Brown; WSB Atlanta, Aubrey Morris, Jerry Vandeventer; WSB-TV Atlanta, George Page.—Excellent rating: WDEC Americus, Mary Crawford; WKEU Griffin, DeWitt Simonton Jr., Marshall Mann, Johnny Smolka; WSGA Savannah, Cameron Cornell.—Meritorious rating: WBML Macon, Ben Porter, Manley Gaines.

EDITORIALS-INTERPRETATION CATEGORY: Superior rating: WBML Macon; WDAK Columbus; WDEC Americus; WGAU Athens; WGST Atlanta, Peter Thomas; WSB Atlanta, Elmo Ellis.—Excellent rating: WCOH Newnan; WRDW-TV Augusta; WSGA Savannah.—Meritorious rating: WWGS Tifton, Frank Raley.

To syndicate shows

Plans for establishment of a program syndication division at WGN-AM-TV Chicago were announced April 29 by Ward L. Quaal, vice president and general manager of WGN Inc. Negotiations currently are underway for domestic and international syndication of two WGN-TV properties, *Great Music From Chicago* and *The Blue Fairy*, which won George Foster Peabody awards in 1960 and 1959, respectively. Mr. Quaal said syndication plans include other radio and tv programs produced by the station, including *Treetop House*. Coincident with creation of the division, Mr. Quaal also announced the appointment of Bradley R. Eidmann, previously WGN-TV sales manager, as program syndication manager for WGN-AM-TV, effective May 16.



AMPEX 351
STEREOPHONIC/MONOPHONIC

FIRST CHOICE
FOR LASTING ECONOMY

Precision design and rugged construction to meet the exacting, professional requirements of the broadcast industry assure long, trouble-free life for *true* economy.

Consistently high performance and virtually trouble-free operation of the Ampex 351 have established it as the first choice of not only broadcasters, but educators, professional recording studios, research laboratories, religious and business organizations.

Actual case histories document the fact that Ampex, on a cost-per-operating-hour basis, is the most economical recorder made. Write for new comprehensive catalog 2032.

AMPEX
AUDIO PRODUCTS DIVISION
AMPEX PROFESSIONAL PRODUCTS COMPANY
934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

FATES & FORTUNES

Broadcast Advertising

Mr. Fox

Eldon E. Fox, assistant manager, Minneapolis office, BBDO, elected vp. Mr. Fox joined Minneapolis office last August. Previously, he had been advertising and sales promotion manager, Edsel Div., Ford Motor Co., Dearborn, Mich.; director of advertising, sales promotion, Minneapolis-Honeywell Regulator Co., and account executive with Young & Rubicam, N.Y.

Henry L. Sparks and **Warren A. Bahr,** associate directors, media department of Young & Rubicam, N.Y., named vps, media relations and media planning, respectively.

Henry Slesar, vp and creative director, Fuller & Smith & Ross, N.Y., joins Donahue & Coe, that city, to fill newly created idea position.

Kenneth D. Clapp, account supervisor and member of plans board of The Bresnick Co., Boston, appointed vp.

Samuel Leddy, senior timebuyer, Compton Adv., N.Y., joins Lambert & Feasley, that city, as group media supervisor.

C.C. Grinnell, formerly account executive, Benton & Bowles, N.Y., joins Street & Finney, N.Y., as assistant to president.

W.G. Beasley, formerly sales manager for Imperial car division of Chrysler Corp., appointed advertising manager of both Chrysler and Imperial divisions.

John W. Connor, vp, creative director, Cunningham & Walsh, San Francisco, joins Knox Reeves Adv., Minneapolis, as manager, creative services.

A.G. Wade II, president of Wade Adv., Chicago, elected chairman of board of directors. Other managerial changes: **Hal H. Thurber** elected president, **Paul McCluer** executive vp and **Louis J. Nelson** senior vp and chairman of executive committee. All three also were named to board of directors. Mr. Thurber joined Wade in 1957, following 10-year term as managing partner of Ewell & Thurber Assoc. and vp and chairman of operating committee of D'Arcy Adv. Mr. McCluer, formerly executive with NBC, Chicago, joined Wade in 1951. Mr. Nelson has been with agency since 1935.

Mr. Wade

Mr. Thurber

Francine Goldfine, timebuyer at Arthur Meyerhoff Assoc., Chicago, assumes duties of late **Evelyn R. Vanderploeg,** radio-tv media director and chief timebuyer, who died in airplane crash March 17.

Robert Heyn, formerly with Foote, Cone & Belding, to D'Arcy Adv. Co., Los Angeles, as assistant to regional account executive on Royal Crown Cola, Studebaker-Packard and Aerojet-General accounts.

Robert Zemon, formerly in charge, of creative services, American Tobacco Co., N.Y., joins copy department, Wunderman, Ricotta & Kline, that city.

Robert P. Driggs, sales promotion manager, appointed marketing manager and **Floyd L. Smiley Jr.** promoted from assistant advertising manager to marketing chief, both at R.T. French Co. (food products and seasonings). **G. Buell Culver** promoted from product advertising manager to advertising manager.

Marvin L. Mann, formerly vp, member of board of directors and executive committee of Edward H. Weiss & Co., Chicago, appointed director of advertising of Max Factor & Co. (cosmetics), effective June 13.

Mr. Mann

Dolores E. Kupperman, formerly owner of Cosmetic Marketing and Merchandising Co., N.Y., joins North Adv., that city, as marketing, merchandising director.

Mary A. Crisafulli, formerly radio-tv timebuyer at Grant Adv. and H.W. Kastor & Sons Adv., both Chicago, to Clinton E. Frank, that city, in similar capacity.

P. H. (Hud) Stephenson joins Claud E. Morris & Assoc., Hollywood advertising and pr agency, as account executive.

J. Robert McCollom, formerly with Klau-Van Pietersom-Dunlop, joins Gardner Adv., St. Louis, as account executive.

George Mott, formerly of Grey Adv., N.Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as executive on Lever Bros. account. **Leo J. Keegan Jr.,** also named to similar post; he was associate director of research.

Frederick A. Mitchell, formerly head of New York office, Needham, Louis & Brorby, joins Dancer-Fitzgerald-Sample, that city, as account executive on Oxydol.

Donna Bartos named to staff position in broadcast operations department of N.W. Ayer & Son, Hollywood.

The Media

Mr. Golombeck

Herbert Golombeck, formerly manager of KMEO Omaha, Neb., to WPLO Atlanta, Ga., as vp and general manager. Previously he had managed KLIF Dallas and KELP El Paso, both Texas, and WAKY Louisville, Ky.

Walter Koessler, general manager of WPST-TV Miami, named to board of directors of Public Service TV Inc., which owns station. He has been in radio-tv industry since 1934.

William F. Barry, attorney and

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Dennis named

Lloyd W. Dennis Jr., vp and general manager of WTOP Washington, was elected president of Maryland-District of Columbia Broadcasters Assn. He succeeds **Jason Pate,** formerly president and general manager of WASA Havre de Grace, Md., who died last month (BROADCASTING, April 11). Mr. Dennis formerly was association's vp. Other officers approved were: **Robert B. Jones Jr.,** manager of WFBR Baltimore, vp, and **Joseph Goodfellow,** manager of WRC Washington, secretary-treasurer. **Frederick S. Houwink,** general manager of WMAL-AM-FM-TV, and **Ben Strouse,** president and general manager of WWDC, both Washington, were named to board of directors. **Mrs. Jason Pate** named honorary member of board. She is first woman board member.

board member of WSM Inc. (WSM-AM-TV Nashville, Tenn.), appointed vp and general counsel.

MR. LARSON

MR. WISEMAN

C. Alfred Larson and **William O. Wiseman** named station managers of WOW Omaha, Neb., and WOW-TV, respectively. Mr. Larson formerly was assistant director of broadcast division of Meredith Publishing Co. prior to organizational change (WEEK'S HEADLINERS, May 2). Mr. Wiseman, sales manager of WOW since 1951, continues in that capacity in addition to new duties as station manager. He has been with station since 1937. Both stations are part of Meredith Broadcasting Co.

Herb Berg, formerly account executive with WIST Charlotte, N.C., rejoins WWOK, that city, as general manager. He previously had been general manager of WWOK before joining WIST. **Robert Acker,** formerly general manager of WLYN Lynn, Mass., named assistant general manager of WWOK.

Bud Sunkel, formerly with WDAN Danville, Ill., to KFBI Wichita, Kans., as program director. **Rex Hall** joins KFBI as air personality.

Alan B. Skuba appointed station manager of KRML Carmel, Calif.

Dick Oppemheimer, formerly commercial manager of WELM Elmira, N.Y., joins WHAP Hopewell, Va., as general manager.

MR. RUBIN

Aaron Rubin, controller for NBC, elected vp and treasurer. Mr. Rubin joined NBC in 1954 as chief accountant, was named controller in 1958 after serving as assistant controller and manager of budgets and financial evaluation.

Russ Coughlan, sales representative for KGO-TV San Francisco, appointed general sales manager, succeeding **David M. Sacks,** recently named general manager. Before joining KGO-TV in 1957, Mr. Coughlan had been account executive with KCBS, that city.

Ted Conway, merchandising manager of KCBS San Francisco, promoted to account executive, succeeding **Bob Price,** appointed account executive for CBS Radio Spot Sales, that city. **Fred Goerner,** formerly with KSL-AM-TV Salt Lake City, joins KCBS production staff as writer-producer.

John Thorsen, formerly in business affairs for ABC, appointed midwest representative for WPAT Paterson, N.J., with headquarters in Chicago.

Larry Clark appointed director of station relations of WRIT Milwaukee.

John B. Kenkel and **John P. Bankson Jr.** named partners of Washington law firm of Miller & Schroeder. Mr. Kenkel, with firm for eight years, is graduate of Colgate College and George Washington Law School. Mr. Bankson, with firm two years, is graduate of Yale U. and Harvard Law School.

Jack Singer, presentation writer, ABC-TV sales development department, named New York coordinator for ABC International Div.

MR. WEST

Ben K. West, formerly vp and general manager of WTVP (TV) Decatur, Ill., appointed general manager of KOCO-TV Oklahoma City. Previously, Mr. West was with WINT-TV Fort Wayne, Ind., and helped to establish KEDD-TV Wichita, Kan.

Eleanor Larsen, administrative assistant and program director of WPST-TV Miami, appointed corporate secretary of Public Service Television Inc., which owns station.

Watching habit
in Fresno
(California)

KMJ
-TV

first station in Fresno

KMJ-TV • Fresno, California

McCLATCHY BROADCASTING COMPANY

The Katz Agency
National Representative

A Part of Every Community Project*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

Galen Fromme, news director of WBAL-AM-TV Baltimore, elected president of Chesapeake Associated Press Broadcasters Assn., succeeding **Howard Streeter** of WFBR, that city. Elected to board of directors were: **Charles Truitt,** WBOC Salisbury; **Erny Tannen,** WDMV Pocomoke City; **William German,** WTBO Cumberland; **Mr. Fromme, Charles Roeder,** WCBM Baltimore, all Maryland, and **Edward Ryan,** WTOP-AM-TV and **Robert Robinson,** WWDC, both Washington.

Harry Peck, general manager of KODY North Platte, Neb., elected president of Nebraska Broadcasters Assn. He also was president in 1948. Others elected: **A. James Ebel,** vp and general manager of KOLN-TV Lincoln, vp; **Richard W. Chapin,** executive vp of Stuart Stations in Lincoln, secretary-treasurer.

Dan Hayslett, station manager of KIXL Dallas, elected president of Assn. of Broadcasting Executives of Texas, succeeding **Mike Shapiro,** general manager of WFAA Dallas.

Esther Van Wagoner Tufty, with NBC-TV News and head of Tufty News Service, Washington, elected president of American Women in Radio & Television.

Golden Mike awards ■ Winners of McCall's magazine Golden Mike awards for public service in radio and tv presented at the recent American Women in Radio and Television convention are: (l. to r.) **Lillian Brown,** WTOP-TV Washington; **Marie Fraesdorf,** KVOA-TV Tuscon, Ariz.; **Alma Bates,** WAIQ, WBIQ, WCIQ, Birmingham, Ala.; **Rozell Fabiani,** WRBL-TV Columbus, Ga.; **Martha Crane,** WLS Chicago and **Nancy Robertson** and **Priscilla Young,** both of WSLS Roanoke, Va. They were cited for "significant and vital" services.

Robert Maier, KWK St. Louis sales staff, joins Robert E. Eastman Co. as manager of St. Louis office.

H. I. Bucher, general attorney, National Telefilm Assoc., N.Y., joins ABC, N.Y., as assistant general counsel. Mr. Bucher, member of FCC Bar Assn., previously was engaged in private practice with Cormer, Chopmick & Garrell, N.Y., specializing in entertainment field.

Theodore M. Douglas Jr., ABC Radio account executive, named eastern sales manager. Mr. Douglas formerly was account executive with both NBC and DuMont. **Edward G. Bishoff,** ABC Radio sales service manager, promoted to Central Div. sales manager. Mr. Bishoff, who joined company in 1950 as estimator in radio-tv sales service, was formerly research specialist with A.C. Nielsen, Chicago.

MR. DOUGLAS

MR. BISHOFF

John Fernandez appointed sales manager of NTA Spot Sales and **Lionel Furst** named Spot Sales liaison manager. Both formerly were account executives with NTA.

K. C. Titus, formerly vp, general and commercial manager of KFNF Shenandoah, Iowa, joins Dusorb Sales Corp., that city, as vp in charge of advertising and sales promotion.

Walter J. Smith, sales representative for KYW Cleveland, appointed assistant sales manager.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

MIDWEST FULL-TIME

Station grossing $100,000.00, with low operating cost can be purchased for $132,000.00. 29% down payment, balance over 6 years. $132,000

MIDWESTERN INDUSTRIAL

City daytime station with extremely good opportunity for owner-manager. Desirable frequency and power. Priced at $150,000.00 with half down. $150,000

UPPER MIDWEST

Station in rich agricultural area. Only station in market. Fulltimer. Studios rented but transmitter site is owned. Price open to some negotiations. Asking $157,500.00, with 29% down. $157,000

DAYTIMER

Priced slightly above its gross. This station has a good record of profits and is now grossing about $75,000.00 annually. Has reached a gross of $100,000.00 with $25,000.00 profit. Priced at $95,000.00 with 29% down. Lower price possible with higher down payment. $95,000

WASHINGTON, D.C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St. N.W.
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
1714 Tribune Tower
DElaware 7-2754

DALLAS
DeWitt 'Judge' Landis
1511 Bryan Street
RIverside 8-1175

SAN FRANCISCO
John F. Hardesty
111 Sutter Street
EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Mr. Radeck

John Radeck, program director of WJBF-TV Augusta, Ga., promoted to operations manager. Prior to joining WJBF in 1954, Mr. Radeck was staff announcer at WORD Spartanburg, S.C. **Carroll Ward,** news director of WJBF, promoted to program director. **Bob Kilgore** joins WJBF as announcer.

Jack F. Agnew, formerly promotion manager of KTVW (TV) Seattle-Tacoma, Wash., to WMC, WMCF (FM) and WMCT (TV) Memphis, Tenn., as publicity-promotion director.

James B. Patterson, formerly free-lance director, named assistant program director of KABC Los Angeles.

Vera Eikel, formerly with ABC Radio, appointed to public affairs department, WMCA New York. **Mary Elizabeth Fay,** secretary to WMCA general manager, named acting sales promotion manager.

Neil Kuvin, account executive at WERC-AM-FM Erie, Pa., appointed production manager.

Bill Woodruff, program director of KIUN Pecos, Tex., resigns to enter private business.

Deane D. Osborne, promotion director for WSPD-TV Toledo, Ohio, promoted to sales staff account executive. **Patrick T. Kenny,** sales promotion manager, succeeds Mr. Osborne as promotion director.

Keith M. Swinehart and **Richard R. Loe** join sales department of KVIP-TV Redding, Calif.

Wanted

Portland, Ind., police last week asked broadcasters to be on the lookout for a radio announcer-salesman who is wanted in the Indiana community for motor vehicle law violations "and other unlawful acts."

The object of the search is Richard J. (Rich) Campbell, 25 (Social Security No. 507-30-807), who, according to the Portland police, claims to have lived in Lincoln, Neb., and to have worked on several stations in the Midwest.

Fred Pensinger, police chief, said he would accept collect telephone calls from persons knowing Campbell's whereabouts. The telephone is Portland (Indiana) 161.

Eugene E. McClure, national sales manager, KCRG-TV Cedar Rapids, Iowa, joins The Katz Agency, Chicago, on tv sales staff.

Mr. Quello

James H. Quello, operations manager of WJR Detroit, promoted to general manager with responsibility of all radio operations. He has been with station for 12 years. Mr. Quello began his broadcasting career as newscaster at WKAR East Lansing, Mich., in 1935.

Fred L. Johnson, formerly with *Saturday Evening Post,* named national sales account executives for KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore. Both are NAFI Corp. stations.

Paul C. Hansen and **Al Rabin** named production manager and producer-director, respectively, at WKBW-TV Buffalo, N.Y.

Donald N. Martin, formerly pr director of NAB, named executive director of European Travel Commission, representing 21 Western European nations. His pr firm, Donald N. Martin & Co., N.Y., also has been retained by ETC. In addition to executive direction of ETC, he also will supervise its advertising and shortly expects to announce appointment of new agency. Mr. Martin was with NAB from 1956 until last June. Previously, he had been pr director of British Travel Assn.

Ann Friday, formerly women's and continuity director at KLEE Ottumwa, to KBOE Oskaloosa, both Iowa, in similar capacities.

Brad Sherman, formerly morning news editor of WGBS Miami, to WCKR, that city, as news director. **David Crane** and **C.W. (Bill) Paine** named assistant news director and news editor, respectively.

Charles D. Matkin joins WALA-TV Mobile, Ala., as news and sportscaster.

Otto A. Goessl named advertising and promotion director for KELP-AM-TV El Paso, Tex., succeeding **Jack McElrath.**

Robert Fierman, formerly with MGM-TV, joins KTTV (TV) Los Angeles as sales manager of newly organized tape division.

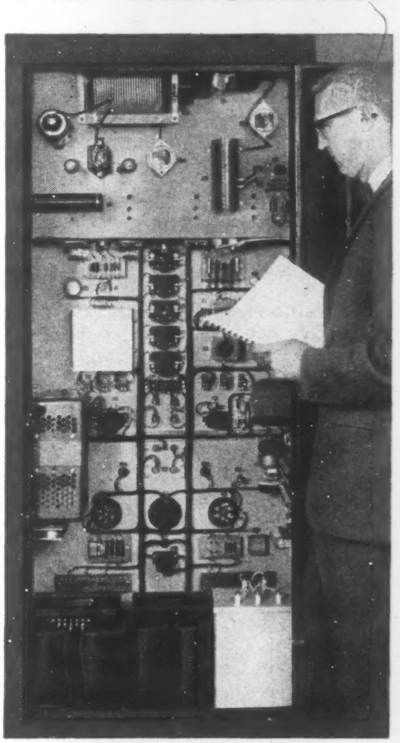
Gene Scott, on technical staff of WFBM Indianapolis, promoted to assistant chief engineer for WFBM-Muzak.

Paul Bain, formerly with KQEO Albuquerque, N.M., appointed promotion and pr director of KOB-AM-TV, that city.

David Skinner, formerly with WKNK-TV Saginaw, to WJRT Flint,

Bauer Kit

1 Kw TRANSMITTER*



***From an Engineers' Viewpoint**

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer.* Your assurance of maximum reliability and optimum performance. Note the simplicity of design with easy accessibility to all components, too. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and *guaranteed* by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter
(In Kit Form) $3495.00*

Bauer 1 Kw Transmitter $4495.00*

*FOB Burlingame, California

WRITE FOR THE COMPLETE ENGINEERING STORY TODAY!

Bauer

ELECTRONICS CORPORATION
1011 Industrial Way · Burlingame, California

both Michigan, as newscaster. **Earl F. Cady** joins WJRT as announcer.

Helene Sellery, formerly account executive with Fuller, Smith & Ross, Los Angeles, named program promotion and merchandising manager for KNX and CBS Radio Pacific Network. **Bob Ferris,** formerly newsman with KABC Hollywood, joins KNX-CRPN, there, in similar capacity.

John P. Lynker, formerly president and general manager of WGHQ (formerly WSKN) Kingston, N.Y., joins WWJ Detroit as air personality.

Tom Jacobson, formerly foreign correspondent for Mutual, joins WHB Kansas City as news-personality and host of *Nite Beat.*

Jim Conway signs exclusive two-year contract for services on WGN-TV Chicago. He continues at WMAQ, there, as air personality.

Jack Stockton, formerly with WORX Madison, Ind., joins WAIT Chicago, as air personality.

Thom Sherwood joins WCMW Canton, Ohio, as disc jockey.

Bob Colvig joins KFRC San Francisco as air personality.

Eddie Baer, formerly with WICC Bridgeport, Conn., to KRAK Sacramento, Calif., as air personality.

Bob Lloyd joins KXOL Ft. Forth, Tex., as air personality.

Clay McBride, formerly of WMFD Wilmington, joins WPTF, Raleigh, both North Carolina, as air personality.

Mike Dix, formerly on announcing staff at WKRS Waukegan, Ill., to WBBM Chicago as disc jockey.

Programming

Robert S. Cragin named president of George R. Nelson Inc. and Nelson Ideas Inc., both Schenectady, N.Y., succeeding George R. Nelson, founder of both firms, who recently retired. Mr. Cragin has been with firms since 1948.

Webster on mend

Former FCC Commissioner **Edward M. Webster** was released from Bethesda Naval Hospital, Washington, May 11, following recovery of broken elbow suffered when he fell from ladder at his home two weeks before. Mr. Webster plans trip to England for Safety of Life at Sea Conference, May 20.

Wade Barnes, general sales manager of Bonded TV Film Service, N.Y., promoted to vp in charge of agency sales. **Alex Leslie,** national coordinator of sales, succeeds Mr. Barnes. **Laura Ryan** named agency services supervisor.

William F. Wallace, coordinator of Videotape program production for Ampex Corp., appointed executive vp of International Videotape Recording & Production, Los Angeles.

John R. Allen, formerly in charge of tv and radio programming, Tatham-Laird, Chicago, joins M-E Productions that city, as client service supervisor.

Bob Hovorka, Milt Kerr and **Bob Mills** become partners in newly formed production firm, Imagination Inc., San Francisco. Mr. Hovorka is general manager, Mr. Kerr creative director and Mr. Mills production manager. Location is 222 Kearny St., San Francisco. Phone: Yukon 6-6075.

Frederick R. Cross, formerly director of advertising of Stewart-Warner Corp., Chicago, named vp in charge of sales for Roland Reed Productions, Los Angeles.

Jack L. Levy named west coast professional manager of Ardmore and Beechwood Music Corps., music publishing subsidiaries of Capitol Records Inc. He had been merchandising manager for CRI.

Paul Blair, formerly with Official Films and Ziv, both N.Y., joins Banner Films, Chicago, as Midwestern Div. manager.

Richard Maibaum, executive producer for MGM-TV New York, resigns.

Edgar A. Grower, formerly commercial tester, Schwerin Research Corp., N.Y., joins Videotape Productions, N.Y., as sales service coordinator.

Willard Van Dyke elected president of Screen Directors International Guild. Other officers chosen were: **Jack Glenn,** 1st vp; **Don Hershey,** 2d vp; **Bert Lawrence,** secretary and **Joseph Lerner,** treasurer.

Eddie Rehberg, Rosemary O'Connor and **Carol Beers** join Format Films, Los Angeles, on *Popeye* tv cartoon series.

Norman Abbott, James Kern and **Fred DeCordova** sign to direct *Jack Benny Show* for 1960-61 season.

Hal Brown, formerly Ziv Tv representative in Baltimore-Washington area, joins Claster Enterprises (tv production company), Baltimore, as sales coordinator.

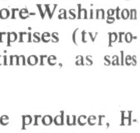
Larry Puck, executive producer, H-F-H Producitons, N.Y., resigns to devote time for creating new tv ideas.

Patricia Curry appointed producer of *Wanderlust* syndication series for Bill Burrud Productions, Hollywood.

Bertram Berman, director, daytime programs, CBS Hollywood, becomes producer of *The Verdict Is Yours.*

Lloyd Garrison, formerly news, operation manager, Radio Press International, N.Y., leaves U.S. to freelance in Africa.

Equipment & Eng'ring



MR. SILLIMAN

Robert M. Silliman, senior member of Washington consulting engineering firm of Silliman, Moffat & Rohrer, elected president of Assn. of Federal Communications Consulting Engineers last week. AFCCE met at Pompano Beach Club, Bermuda, and elected these other officers: **Edward F. Lorentz,** vp; **David**

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

L. Steel Sr., secretary; **Jules Cohen,** treasurer. Elected to executive committee were **Ralph Dipell, Ronald H. Culver** and **Carl T. Jones. John H. Mullaney** remains member of executive committee. Mr. Silliman, who succeeds **Howard T. Head** as president of AFCCE, took his engineering degree from the U. of Minnesota in 1936. He joined FCC as field engineer in St. Paul that year and was transferred to Washington in 1938. He remained with the FCC until 1942. He was associated with the Navy's Bureau of Aeronautics during World War II. He entered private consulting work in 1946.

Dr. Charles R. Burrows, formerly vp for Radiation Inc., Melbourne, Fla., joins Page Communications, Washington, D.C., as vp and director of research and development. **Francis M. Ryan,** formerly head of radio section of American Telegraph & Telephone named vp and director of engineering. **Shelby G. Tanner** named chief of pr.

Wm. Edgar Jr. named vp of American Cable & Radio Corp., N.Y. **Gilbert G. Thoemmen** elected vp AC&R's Mackay Radio & Telegraph Co.

James L. von Harz elected executive vp, operations, of Oak Manufacturing Co., Chicago, (producer of component parts for industrial electronics).

James L. Pettus, Everett Miller and **Donald C. Yarnes** named manager of engineering, manager of merchandising and supervisor of systems engineering, respectively, for new RCA Film Recording and Tv Systems Center, Hollywood.

Kenneth A. Waldron named marketing manager for government and industrial products of CBS Electronics. He had been marketing manager of G.E.'s tube department. **Ira Molay** appointed product manager, audio components for G.E.

John H. Fooks appointed manager of engineering for Westinghouse Electric Corp. tv-radio division, Metuchen, N.J., succeeding **N.S. Kornetz** who resigned. Mr. Fooks will be responsible for design and development of tv, radio stereo-hi fi and phonograph products.

Glenn R. Peterson appointed manager of marketing for General Electric Co.'s communications center, Lynchburg, Va. He will be reponsible for marketing programs in two-way radio, microwave, power line carrier current and advanced military communications fields.

John F. Gilbert appointed distributor sales manager of semiconductor operations for Philco Corp.'s Lansdale, Pa., division.

J. Robert Henderson appointed manager of packaging engineering for Semiconductor Div. of Sylvania Electric Products Inc., Woburn, Mass.

International

Mr. Yeates

Allan B. Yeates, director of pr and advertising, Prudential Insurance Co. of America, Toronto, Ont., elected president of Assn. of Canadian Advertisers, succeeding J.J. McGill, advertising manager, Imperial Tobacco Co., Montreal. Others elected: executive vp, **K.J. Farthing,** advertising manager of Canadian Westinghouse Co. Ltd., Hamilton, Ont. **E.J. Coleman,** Kraft Foods Ltd., Montreal, vp and treasurer. **J.W. Cook,** Shawinigan Water & Power Co., Montreal; **E.T. Gater,** Sterling Drug Mfg. Ltd., Aurora, Ont.; and **P.J. McGinnis,** Bell Telephone Co. of Canada Montreal, all elected vps.

Bob Irvine, account executive with Radio Representatives Ltd., Toronto, named commercial manager of CFRN Edmonton, Alta.

Mr. Bejarano

Jose R. Bejarano, executive and leader in electrical equipment industry in Brazil, elected president of RCA International, with headquarters in Montreal.

Allied Fields

Victor E. Bluedorn, executive director of Sigma Delta Chi, national professional journalistic fraternity, resigns to return to active journalism. **Floyd G. Arpan,** professor of journalism at Indiana U., will serve as acting administrator of fraternity.

Deaths

Mr. McGarrett

George F. McGarrett, 53, program supervisor for Lennen & Newell, N.Y., died May 5. Previously, he was executive with NBC-TV on *Jack Carter Show, Show of Shows* and *Perry Como Show*. He also was with Young & Rubicam as program manager of radio department and member of plans board.

Herbert M. Bingham, 58, Washington lawyer for 27 years, died of heart attack May 11. He was senior member of Bingham, Collins, Porter & Kistler. He was president of FCC Bar Assn. in 1940s, and held stock in KJBS San Francisco and WSAL Logansport, Ind.

7½* HOURS DAILY NEGRO Community Programming

+

16½** HOURS DAILY SPANISH PUERTO RICAN Programming

=

24 HOURS DAILY of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM **5:30PM-10:00AM

BUY THE STATION WITH THE NBC PERSONALITY

KTBS-TV

CHANNEL 3 SHREVEPORT, LOUISIANA

WPOP
HARTFORD—CONN.

Serving Central
Connecticut
With
All Family Radio
at
Lowest Cost
Per M
Pulse, Nov. 1959

WPOP
Hartford, Conn.
Phillip Zoppi | Adam Young, Inc.
General Manager | Nat'l Rep.
A TELE-BROADCASTERS STATION

DID YOU SEE CRC
AT THE CONVENTION?

Commercial Recording Corporation
P. O. Box 6726, 3104 Maple, Dallas 19, Texas
Phone RI 8-0037

Tom Merriman, president, Bob Farrar, vice president,
Dick Morrison, vice president, gen. sales mgr.

FANFARE

CBS News promotion

CBS Radio has prepared a voluminous promotion kit on the network's news staff and operation. The kit, which will be distributed to all network affiliates, consists of four glossy-backed leaflets stuffed with promotion and exploitation aids, including two feature stories on the *World News Roundup* and biographical outlines and photographs of 24 CBS newsmen.

The first section contains texts of "stationized" newscaster announcements which were broadcast via closed circuit starting March 1. Section 2 consists of scripts for news promotion spots. Part 3 has ad mats and proofs to publicize news service, and programming suggestions aimed at pointing up the prestige and value of radio news. The last folder contains the newsmen's biographies.

Twenties roar again

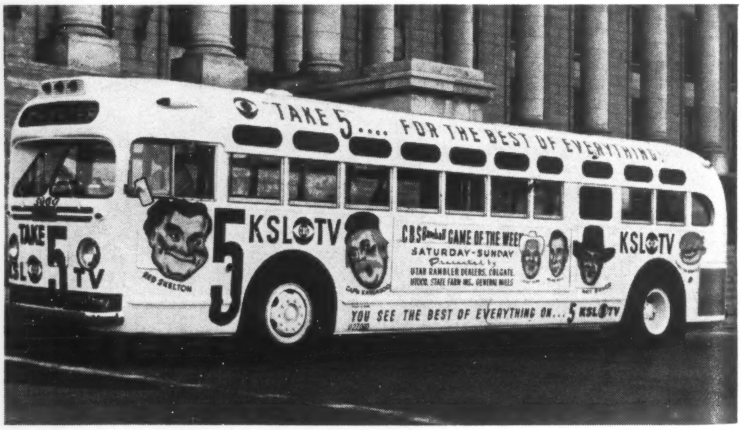
The speakeasy days of the "Roaring Twenties" have been revived by Broadcast Time Sales Inc. at its penthouse suite high above Madison Avenue. Offering a startling contrast to the "Sounds of the Sixties" on the street below, the station rep company is featuring these spring and summer nights the syncopation of ragtime music, bathtub punch (from a genuine 1920 bathtub), dancing under the stars and hostesses from the local Gaslight Club . . . all this in way of celebrating a reported 58% increase in billings over the first third of 1959.

Each Wednesday for 26 weeks BTS is hosting timebuyers, media directors and client executives on its spacious tree-lined, flower-bedecked terrace. The symbolic speakeasy motif was selected because commercial radio began in the twenties, and paradoxically, the enthusiastic celebrants add, the dated word accurately describes the radio sound of the sixties.

A New York first?

WABC-TV New York has begun on-air promotion of its programming fare with a new series of 19 spots, all fully-animated with musical backgrounds and said to be the first of their type in the New York area. Ranging in lengths of two to 20 seconds, the ABC-TV flagship station's promos call viewers' attention to romance, comedy, drama, westerns, children's shows, mystery and sports programs. One is designed especially for housewives and another urges late-night viewers to reduce set volume.

Created by Abe Ajay and produced by Modern Broadcasting Inc., New York, the promos are part of WABC-TV's overall theme of "the most enjoyable sight in town." This message was introduced last fall when WABC-TV lighted its large neon sign in the Times Square area. The station identification logo for the spots was copied from the sign. Music for the spots was composed by Larry Elgart and was played by his orchestra. Voice is by Carol Sloane. Animation is by Elektra Studios. While the promos are expected to be used some 20-25 times a day, eight of them are of the two-second length and are


TAKE 5.... FOR THE BEST OF EVERYTHING!
TAKE
5
TV
5
KSL TV
RED SKELTON
CBS GAME OF THE WEEK
SATURDAY-SUNDAY
KSL TV
YOU SEE THE BEST OF EVERYTHING ON... 5 KSL TV

Like other bus promotions? ■ Yes, but KSL-TV Salt Lake City goes quite a bit further, instead of merely relying on a bus, gaily painted with illustrations of station and network personalities. Each week, passengers on the bus are given a small folder with news of tv shows for the coming week. And on Fridays, a KSL-TV hostess rides the bus, handing out samples of station advertised products and other client items.

OFFICIAL UNITED STATES NAVY PHOTOGRAPH

This great seaborne health center will carry a new kind of aid abroad—*with your help*. Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.

YOUR HELP CAN COME BACK A HUNDRED TIMES OVER

One local doctor for 100,000 people. These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained* hands and only a dollar's worth of penicillin can cure them of crippling yaws.

If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical*. Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

ADVERTISING COUNCIL PUBLIC SERVICE

HELP LAUNCH HOPE

planned mainly for nighttime use as station ID's with announcers voicing the station's call letters.

Water safety campaign

Shocked by the fact that 6,700 people died last year in or around water, WAVY-TV Norfolk-Portsmouth-Newport News, Va., serving an area surrounded on three sides by water, has launched an all-out water safety campaign.

The first step was to form a water safety committee. This group included WAVY-TV's public service and publicity directors as well as civic organization leaders. In planning sessions it was decided to hold exhibitions of various types of water safety in public places at least once every two weeks from Memorial Day through Labor Day; to hold a weekly 30-minute public service program over WAVY-TV on how to prevent water accidents, and to arrange a continuing announcement schedule to be supplied to all local radio and tv stations and to provide stories for the local newspapers.

WOW-TV's agency quiz

As part of a presentation to advertising agencies in the East, WOW-TV Omaha held a "telequiz" for timebuyers. Agency executives during luncheon meetings held in New York and in Philadelphia marked their answers to a list of questions on the Omaha market's industrial gains since 1950. The correct answers were contained in the presentation made by Fred Ebener. The station's presentation included a film on WOW-TV and a slide recitation of the Omaha market.

RAB's post card campaign

"Say it with postcards" could well be the slogan for the massive direct mail campaign launched last week by Radio Advertising Bureau, New York. More than 160,000 individual messages may be sent in the nationwide barrage, RAB said.

The picture postcard sales tools, a series of 16 eight and one-half by eleven cards called "16 new reasons for using radio," comprise the 1960 edition of a campaign which RAB member stations have been using each year since 1956.

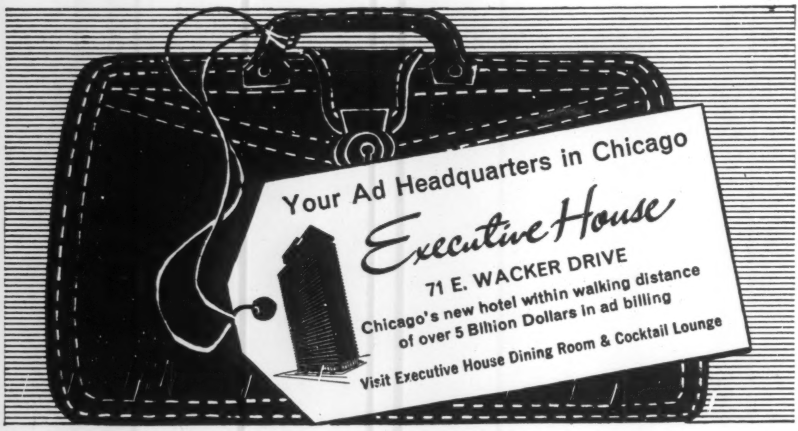
RAB stations mail the cards to advertisers and agencies, relaying latest research on radio, information on the medium's growth and its reach with specific consumer groups. "In essence, this is the industry's 'annual report' to its grass roots clients," commented Miles David, RAB vice president and director of promotion.

Agency 'credit cards'

Fuller & Smith & Ross, national advertising agency, has hopped on the bandwagon of a national craze and is issuing credit cards to clients or would-be clients. Presentation of this card entitles the bearer "to gracious treatment and wise counsel in the advertising and marketing of your products and services," the card advises, and lists several satisfied clients. F&S&R also says the wallet-size card is "a veritable open-sesame" to its "box socials."

A lesson in memory

Books giving advice on how to achieve a better memory were distributed in New York last Thursday (May 12) by WRCA-AM-FM-TV. Attached to the gift book was a letter explaining that in 10 days the stations' call letters would be changed to WNBC-AM-FM-TV (May 22 at 12 noon), "and we'd like you to remember this on those welcome occasions when you refer to us." The book, titled *10 Days to a Successful Memory,* was written by Dr. Joyce Brothers, who also dispenses advice on problems other than memory lapses during two shows daily on the tv outlet.



Your Ad Headquarters in Chicago

Executive House

71 E. WACKER DRIVE

Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing

Visit Executive House Dining Room & Cocktail Lounge

A political sales pitch

A bi-partisan presentation designed to convince vote-seekers to invest more of their campaign funds in radio was released last week by Radio Advertising Bureau. Titled "Why Election Winners Vote 'Yes' for Radio," the pocket-sized presentation outlines the advantages of radio as a vote-getting medium.

The study states: "You can count on radio to cover virtually every voter—more than 96% of all families. Radio can personalize your appeal to each voting bloc . . . The medium's economy gives candidate with limited funds vote-winning radio saturation." The facts of radio's "persuasive person-to-person appeal," and its suburban reach are also stressed in the RAB presentation.

■ Drumbeats

Pushing vegetables ■ Nicky the Clown, children's personality of WSUN-TV St. Petersburg, Fla., has brought sunshine and health into the life of local kiddies and has pleased the county's school lunch authorities to boot. On one day of his five-day-a-week show, Nicky displays a character or object made of healthful food items and then uses it in a story—for instance, a policeman with a red cabbage body, onion head, carrot legs and stringbean arms. These displays are featured at school lunch counters and the young viewers clamor for the foods used in the "creation."

The capture of Troy ■ To herald the opening of new studios in Troy, WPTR Albany - Schenectady - Troy, N.Y., arranged a two-hour parade featuring pretty girls in fancy cars, six marching bands, a dozen floats and more than 200 marchers from community organizations. Highlight of the parade was the arrival of the d.j. staff in a giant wooden horse similar to the one in which Greeks visited another Troy some years ago. The mayor was on hand to welcome the station personnel; dignitaries and the public attended WPTR's open house reception. It is estimated that 2,500 Trojans witnessed the parade.

Paid tune-in ■ New York timebuyers (April 26-28) could tune in to a local station (WNTA) to hear a morning comedy team, Frank Harden and Jackson Weaver, who are featured on WMAL Washington. The latter station bought the time on WNTA so that salesmen of WMAL's national representative — H-R Representatives — could "sell" Harden and Weaver by carting around portable radios (tuned to WNTA) to agency offices. The comedy team is a new feature on WMAL.

COMMERCIAL TV FOR DENMARK

Scandinavia's largest set maker foresees switch soon from present government system

"Commercial television in Denmark is inevitable."

So says Peter Laursen, who is on leave from Linnet & Laursen, largest manufacturer of radio and tv receivers in Scandinavia, to study American advertising and marketing.

Mr. Laursen is spending his first three months in this country learning agency operations at Hixson & Jorgensen, Los Angeles. He will proceed for a visit of several weeks at NBC's west coast headquarters in Burbank, Calif., and will then take the three-month executive and market training course offered by the Carnation Co. at its Los Angeles headquarters. After that will come similar courses with Crown Zellerbach Co. in San Francisco, Sears Roebuck in Chicago, National Cash Register Co. in Dayton, Ohio, and probably with other firms in New York.

Danish television—and Danish radio, as well — is a government operation, supported by a tax on receivers, of which there are about 500,000. A single tv program service originates in studios in Copenhagen and Aarhus in Jutland and is broadcast by seven transmitters whose signals are within reach of every home in the country. There are five or six hours of programming each weekday: three hours in the evening, two or three in the afternoon, and more extended programming during the weekend, bringing the total to about 50 hours a week.

There are a number of U.S. programs on Danish tv, including one western, NBC's *Bonanza*, Mr. Laursen said, as well as such variety shows as those of Steve Allen, Ed Sullivan and Perry Como and more serious fare like *Twentieth Century*. These programs are broadcast with their original English sound tracks and with Danish translations printed across the bottom of the screen.

As to why he considers it inevitable that advertising will invade Danish tv, Mr. Laursen said that it's a trend of the times. He pointed to the fact that commercials are now permitted on tv in Germany and expressed the conviction that they can't help moving into Denmark. "And once any one of the Scandinavian countries has initiated commercial television, the others will have to follow," he stated.

He admits he is amazed and sometimes annoyed by the advertising he sees on tv and hears on radio. Advertising for any medical product is prohibited in Denmark and he finds it hard to appreciate the race of two headache powders through a glass representation of a human digestive tract. Some of the "cute" radio commercials strike him as more silly than amusing. And tv ads that try to prove something with demonstrations frequently leave him unconvinced of anything except the credulence of the American public. "Such advertising would produce nothing but laughter in Denmark," he states solemnly.

Mr. Laursen has no doubt of their effectiveness in the United States, however. He is tremendously impressed with the thorough professionalism of American advertising, he says. "It really sells. It's designed and planned and researched to do a job and it does it with fantastic success." He's hoping to pick up some of the American advertising know-how to take back to Denmark and put to work for the set-building firm his father founded.

Central American tv group issues rates

Advantages of buying into the newly-formed Central American Television Network in five countries on a "spot" basis were outlined by ABC's International Div. and CATVN officials in twin Mexico City and Chicago sales presentations to internationally-oriented agencies, and advertisers during the past fortnight.

Coincident with the presentations, produced by the ABC-TV Sales Dept., was the introduction of John H. Mitchell, formerly vice president of KGO-AM-TV San Francisco, as CATVN manager. Stephen Mann, formerly with Intercontinental Services Ltd., is sales manager. The network, formed last February and owned jointly by Central American Stations and AB-PT Inc., also issued its rate card No. 1, effective May 1.

Agencies and advertisers were told of marketing and population booms, concurrent with lifting of import barriers, affecting TG-BOL-TV Guatemala City, Guatemala; YSEB-TV El Salvador, San Salvador; HRTG-TV Tegucigalpa, Honduras; YNSA-TV Managua, Nicaragua, and Televisora de Costa Rica, San Jose, Costa Rica (operating as of last week).

Together the CATVN area claims about 50,000 sets, with predictions of a rise to about 55,000 by July 1. CATVN claims it will reach over 34,000 homes during an average minute in peak viewing time—or over 184,000 viewers. CATVN added it has arranged to market new American-made 17-inch sets about one-half current cost. ABC is placing capital, manpower and operational experience behind CATVN.

Operationally, network and local station time procedures will prevail for the network, whose stations are not presently interconnected. They will receive Warner Bros. properties (*Maverick, 77 Sunset Strip, Cheyenne,* etc.) and Bing Crosby tv specials, according to Mr. Mitchell. Others participating in the presentation were Donald W. Coyle, vice president in charge of ABC's International Div., and Jack Singer, ABC-TV Sales Dept. who noted that many top agencies are adding or expanding their international offices.

Officers were named last week for

MINITAPE*

. . . a fully transistorized, battery-operated, portable tape recorder of network recording quality.

AMAZING OPERATING EFFICIENCY . . . No other recorder can do the job of Minitape. Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Minitape weighs only 13 pounds and equals the finest AC-operated units in recording quality.

- Automatic volume control by transistor amplifiers holds constant full recording level from lip distance to 10 ft.
- Flat frequency response to 10,000 cycles at 7½ ips.
- 2 hours continuous recording on one charge. Lifetime nickel cadmium battery.

Write for prices and specifications

*trademark registered

Cable Address: STANHOFF

STANCIL-HOFFMAN

921 N. Highland Avenue

Hollywood 38, California

Sun will never set on UK tv says new British advisor

Television for the colonies is the aim of the British Colonial Office.

It has just appointed an adviser on television. He is 52-year-old Commander John Proud, a retired Australian Navy pilot.

Comdr. Proud took over his new office in London last month. He had just completed setting up a publicly owned broadcast service in British Honduras.

Before that, from 1955 to 1959, he was a special consultant to the Cyprus government where he aided in establishing the Cyprus Broadcasting Corp., which handles both radio and tv, and to the Kenya government where he was chairman of a special commission on the establishment of tv there.

The form of television in the British colonies may be seen in the Kenya recommendations, Comdr. Proud explained recently in Washington.

That commission recommended the establishment of a public corporation to operate a commercial tv system. The corporation will include on its board representatives of various ethnic and administrative levels of the Kenya government. Capital will be supplied mostly by local stockholders. A fixed rate of return will be set.

Six Minutes Per Hour ■ Commercials, the commission suggested, should be limited to not more than six minutes per hour.

The commission estimated that the Kenya system should break even in the third year of operation and should be making a profit of $250,000 by its tenth year.

From the time of his retirement in World War II, due to injuries, to 1955 Comdr. Proud was director of overseas broadcasting of the Australian Broadcasting Commission.

CMDR. PROUD
Colonial tv adviser

The British colonies are hungry for television, Comdr. Proud said. This is more than keeping up with the Jones', he explained. It is a vital element in bringing education and enlightenment to the vast numbers of semi-literate and illiterate people of the colonies.

Comdr. Proud toured the United States from March 22 to April 9. He visited Ampex, RCA, Ling Electronics, Armed Forces Radio Network, United States Information Agency's Voice of America, educational station KQED (TV) San Francisco, commercial station WNTA-TV New York, TV-Radio Educational Center, New York and the National Education Assn., Washington.

Malta Next ■ First major effort, Comdr. Proud reported, will be to help the government of Malta select a company to build a commercial tv system. After that, he said, he will work on the establishment of a tv system at Gibralter, then Nigeria and most likely the British West Indies.

Almost all the British colonies (comprising 2 million square miles and more than 75 million people) have radio broadcasting, Comdr. Proud stated.

Television in the colonies began in 1957 with the establishment of a wired service in Hong Kong. This is a companion to the wired radio service there. In October of 1957 a non-commercial, pilot tv service began in Cyprus. In January 1958 a commercial service was initiated in Bermuda, and in October last year a commercial tv service was inaugurated in the Western Region of Nigeria.

Tv service is in the planning stage for Gibralter, Malta, Kenya, Aden, Bahamas and the remainder of Nigeria.

Financial aid will be extended through the United Kingdom Colonial Development & Welfare Fund, Comdr. Proud explained. This fund was established in 1949 with $2.5 million.

Allied with the various dependency governments is Overseas Redifusion Ltd., a private company which has arrangements to operate and furnish program and advertising material to radio services in Hong Kong, Singapore, Western Region of Nigeria, Trinidad, Jamaica, British Guiana, Malta and Bermuda. It also handles the commercial side of tv in Bermuda. Redifusion is expected to play a major role in television also.

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the network. Hubert Federspiel, Costa Rican businessman and stockholder in Televisora de Costa Rica, was elected president at CATVN's first board of directors meeting, which was held May 9 in San Jose, Costa Rica. Televisora de Costa Rica, which started operations this month, is the first tv station in that country.

Other officers named: Miguel Brooks of KRTG-TV Honduras, vice president; Simon B. Siegel, financial vice president of AB-PT Inc., treasurer; William Klein, AB-PT attorney, secretary, and John H. Mitchell, formerly vice president of KGO-AM-TV San Francisco, general manager. The American Broadcasting Co. owns CATVN in partnership with five Central American stations.

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CBC's football plans

Arrangements have been completed by the Canadian Broadcasting Corp. and both eastern and western Canadian football leagues to telecast games next fall. CBC paid $125,000 to the Western

Interprovincial Football Union for telecasting 11 games and a maximum of five play-off games to viewers in western Canada. Last year CBC paid $117,000 to the league for seven league and four play-off games.

In eastern Canada CBC paid $312,500 for telecasting the Big Four football games on its network. The CBC will carry 21 of the 28 league games and three play-off games. A blackout will not permit telecasting games in the home team's area. CBC paid the same price for these games last year.

CBC will sell sponsorship to both series of games.

Vatican plans station

The Vatican has announced plans to construct a radio station in the Far East, either in the Philippines or in Hong Kong. Possible sites are being explored and the cooperation of authorities there sought. A Vatican spokesman said direction of the project would be under the Holy See, but details would be effected by the Church's hierarchy in the Far East. He added that programs would be transmitted in Chinese, which would tend to substantiate the belief that one purpose of the new station would be to broadcast to Red China.

Canadian station sold

CKPT Peterborough, Ont., 1 kw station on 1420 kc which went on the air last December, has been sold to Alan Waters, owner of CHUM Toronto, and Ralph Snelgrove, owner of CKBB and CKVR-TV Barrie, Ont. Each will hold 26% of the new company, with the balance subscribed by Toronto and Peterborough businessmen. Former licensees William Brennan and Bud Haywood, both of Toronto, have sold their interests to Messrs. Waters and Snelgrove. The sale is subject to approval of the Board of Broadcast Governors. The new owners took over active control of CKPT on April 22, but have not made any appointments as yet, pending approval of sale by BBG. Mr. Haywood has joined CFCF-TV Montreal, which is to go on the air later this year.

■ Abroad in brief

Canadian sales drop ■ Canadian radio and tv set sales in the first three months of 1960 dropped compared to the same period last year, according to a report of the Electronic Industries Assn. of Canada. Radio set sales totalled 112,468 units compared with 123,905 in the same period last year. Tv sets sold total 79,801 in the January-March period this year as against 89,174 last year. Ontario led in the sale of tv sets with 29,070 and radio sets 51,298 for the first quarter of the year. Quebec accounted for 20,009 tv sets and 28,883 radio sets.

Musicians, CBC agree ■ Negotiations for a new agreement between the Canadian Broadcasting Corp. and the American Federation of Musicians have been completed at Ottawa, Ont., to cover radio and television network broadcasting. Terms of the agreement have not been announced. The contract will run, when ratified, from April 1, 1960, to March 31, 1963. Announcement was made at Ottawa by CBC and Walter Murdoch, AFM executive officer for Canada.

License given ■ Baton Aldred Rogers Broadcasting Ltd., Toronto, Ont., has been officially awarded a license for a television station on ch. 9 at Toronto. This is the second station at Toronto. Largest shareholder is the *Toronto Telegram*, evening daily. Announcement of the grant of the license was made at Ottawa by Revenue Minister George Nowlan. The station is expected to start telecasting early next year. Foster Hewitt, owner of CKFH Toronto, has a 10% share in the new station.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 5 through May 11. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. **cp**—construction permit. **ERP**—effective radiated power. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw**—kilowatts. **w**—watts. **mc**—megacycles. **D**—day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter, **unl.**—unlimited hours. **kc**—kilocycles. **SCA**—subsidiary communications authorization. **SSA**—special service authorization.—**STA**—special temporary authorization. **SH**—specified hours. *****—educational. **Ann.** Announced.

New Tv Stations

APPLICATIONS

Tulare, Calif.—KCOK Inc., uhf ch. 27 (548-554 mc); ERP 21.88 kw visual, 10.2 kw aural; antenna height above average terrain 225 ft., above ground 251.5 ft. Estimated construction cost $159,052, first year operating cost $180,000, revenue $200,000. Post Office address: P. O. Box 119, Tulare, Calif. Studio location Tulare, Calif. Transmitter location 2 miles east of Tulare, Calif. Geographic coordinates 36° 13′ 11″ N. Lat., 119° 18′ 47″ W. Long. Transmitter RCA TTU-1B, antenna TFU-24DL. Legal counsel Lester W. Spillane, San Francisco, Calif. Consulting engineer A.E. Towne, San Francisco, Calif. Principals include **Joel Keith Munger** and **Harriet E. Munger**, sole owners of all voting stock. KCOK Inc. is licensee of KCOK-AM Tulare, Calif. Ann. May 5.

Philadelphia, Pa.—Philco Bcstg. Co. vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1105.6 ft. Estimated construction cost $4,142,000, first year operating cost $5,000,000, revenue $8,000,000. Post Office address Tioga and C Streets, Philadelphia, Pa. Studio location, Philadelphia, Pa. Transmitter location, Umbria St. near Domino Lane, Philadelphia, Pa. Geographic coordinates 40° 02′ 38.5″ N. Lat., 75° 14′ 25.5″ W. Long. Transmitter RCA TT-25CL, antenna TF-6AL. Legal counsel Weaver & Glassie, Washington, D.C. Consulting engineer Jules Cohen, Washington, D.C. Philco Bcstg., wholly-owned by **Philco Corp.**, will be headed by **James M. Skinner Jr.**, president. Ann. May 5.

New Am Stations

ACTION BY FCC

Navasota, Tex.—Whitten Bcstg. Co. Granted 1550 kc 250 w D. P.O. address Navasota. Estimated construction cost $14,265, first year operating cost $30,000, revenue $40,000. Equal partners **J.G.** and **R.H. Whitten** publish newspapers. Announced May 11.

APPLICATIONS

Clarinda, Iowa—Regional Bcstg Corp. 1340 kc, 1 kw D. P.O. address 1440 E. 6th St., Loveland, Colo. Estimated construction cost $17,318, first year operating cost $36,000, revenue $48,000. Principals include **William R. Vogen,** 73.8%, **William H. Farnham,** 14.3%, and others. Regional Bcstg. is licensee of KLOV Loveland, Colo.; WMMT McMinnville and WGNS Murfreesboro, both Tennessee. Ann. May 10.

Ft. Campbell, Ky. (near Oak Grove)—**Ft. Campbell Bcstg. Co.** 1370 kc, .50 kw D. P.O. address ℅ E.T. Breathitt Jr., Circle Drive., Hopkinsville, Ky. Estimated construction cost $23,560, first year operating cost $28,000, revenue $40,000. Principals include **E.T. Breathitt Jr., J. Shelby McCallum** and **Gary H. Latham,** 33⅓% each. Mr. Breathitt is attorney. Mr. Latham is

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personnel director of hospital. Mr. McCallum has interests in WCBL Benton, Ky.; WTRB Ripley, Tenn.; and KMIS Portageville, Mo. Ann. May 6.

New Roads—St. Francisville, La.—Avoyelles Bcstg. Corp. 1500 kc, 1 kw D. P.O. address Box 7, Marksville, La. Estimated construction cost $19,750, first year operating cost $40,000, revenue $45,000. Avoyelles Bcstg., group headed by **W.L. Billups,** is owner of KAPB Marksville and WLBI Denham Springs, both Louisiana, Ann. May 10.

Moncks Corner, S.C.—Lord Berkeley Bcstg. Co., 950 kc, 500 w D. P.O. address 309 Security Federal Bldg., Columbia, S.C. Estimated construction cost $21,150, first year operating cost $36,000, revenue $45,000. Principals include **Colin S. Monteith Jr.,** and **J.O. Tice Sr.,** equal partners. Mr. Monteith is attorney. Mr. Tice has interests in WCAY Cayce, S.C., and WKTC Charlotte, N.C. He is general manager of WMYB Myrtle Beach, S.C. Ann. May 11.

Spencer, W. Va.—Community Radio Inc., 1400 kc, 1 kw unl. P.O. address Box 144, Spencer, W. Va. Estimated construction cost $17,153, first year operating cost $24,000, revenue $30,000. Principals include **H. Gordon Minns,** 92%, and others. Mr. Minns is president of bottling firm. Ann. May 4.

Riverton, Wyo.—William L. Ross., 1370 kc, 1 kw. P.O. address Box 71, Riverton, Wyo. Estimated construction cost $17,305, first year operating cost $35,000, revenue $40,000. Applicant is employe of catv system. Ann. April 29.

Existing Am Stations

ACTIONS BY FCC

WHDL Olean, N.Y.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N. Chairman Ford dissented. Ann. May 11.

WMRB Greenville, S.C.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N. Ann. May 11.

KMLW Marlin, Tex.; Taft Bcstg. Co., Houston, Tex.—Designated for consolidated hearing applications of KMLW to change operation on 1010 kc from 250 w. D, to 10 kw, DA-D, and Taft for new am station to operate on 1010 kc, 1 kw, DA-D; made KCTA Corpus Christi, Tex. party to proceeding. Denied petition by station WABC New York City, to be made party with respect to KMLW application. Comr. Cross dissented. Ann. May 11.

APPLICATIONS

WRMF Titusville, Fla.—Cp to increase power from 500 w to 1 kw and install new trans. (Contingent on grant to WIVY Jacksonville, Fla. to change frequency to 1080 kc) (1050kc). Ann. May 4.

KSPT Sandpoint, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc). Ann. May 10.

KRSI St. Louis Park, Minn.—Cp to change hours of operation from D to unl., using power of 1 kw, make change in DA system (1 additional tower) and change from DA-D to DA-DN. (950kc). Ann. May 4.

KCSR Chadron, Neb.—Mod. of license to change hours of operation from unl. to specified hours: 6:00 a.m.-6:00 p.m. MST. (1450kc). Ann. May 4.

KOMB Cottage Grove, Ore.—Mod. of license to change specified hours of operation to: Mon.-Sat. 6:30 a.m.-8:00 p.m.; Sunday 8:00 a.m.-5:00 p.m. (1400kc). Ann. May 4.

WTEL Philadelphia, Pa.—Cp to increase power from 250 w to 10 kw, change ant.-trans. location, install DA-D and new trans. and delete remote control operation of trans. (860kc). Ann. May 5.

New Fm Stations

ACTIONS BY FCC

Augusta, Me.—Twin City Bcstg. Inc. Granted 101.3 mc, 4.845 kw. P.O. address P.O. Box 307, 160 Bangor St., Augusta, Me. Estimated construction cost $18,518. Twin City is licensee of WFAU Augusta, Me. Applicant fm will duplicate am programming. Ann. May 11.

Cumberland, Md.—Cumberland Valley Bcstg. Corp. Granted 106.1 mc, 7.77 kw. P.O. address 450 Byrd Ave., Box 510, Cumberland, Md. Estimated construction cost $22,065, first year operating cost $5,000, revenue $5,000. Principals include **Arthur W. German,** 90%, who is majority owner of WTBO Cumberland. Ann. May 11.

Kansas City, Mo.—Station KBKC Inc. Granted 104.3 mc, 16.5 kw. KBKC is group headed by **Lester Kamin** who owns KBKC Kansas City, Mo.; KIOA Des Moines, Iowa, and KAKC Tulsa, Okla. Ann. May 11.

Milwaukee, Wis.—Munco Bcstg. Corp. Granted 98.1 mc. 14.1 kw D. P.O. address Consolidated Bldg., Indianapolis, Ind. Estimated construction cost $24,367, first year operating cost $29,770, revenue $38,000. Principals are **Merle H.** and **Ophelia L. Miller,** equal partners. Mr. Miller is lawyer. Ann. May 11.

APPLICATIONS

Oceanside, Calif.—Dolph-Pettey Bcstg. Co. 104.7 mc, 5 kw. P.O. address Box 779, Oceanside, Calif. Estimated construction cost $18,732, first year operating cost $10,000, revenue $5,000. Principals include **William B. Dolph,** 47%, **Herbert L. Pettey,** 45%, and others. Messrs. Dolph and Pettey have interest in KUDE Oceanside, Calif.; and WPEO Peoria, Ill. Mr. Dolph also has interest in KJBS San Francisco, Calif. Ann. April 29.

Santa Barbara, Calif.—Lawrence Shushan, 99.9 mc, 3.5 kw P.O. address 2850 Fifth Ave., San Diego, Calif. Estimated construction cost $5,000, first year operating cost $12,000, revenue $15,000. Applicant is sole owner of KPRI San Diego, Calif. Ann. May 6.

Buffalo, N.Y.—Adver-Cast Inc., 106.5 mc 17.6 kw. P.O. address 246 Wallace Ave., Buffalo, N.Y. Estimated construction cost $24,312, first year operating cost $35,870, revenue $65,208. Principals include **Alfred E. Anscombe,** 98%, and others. Mr. Anscombe has minority interest in WKBW-TV Buffalo and is manager of WINE Amherst, both New York. Ann. April 27.

Green Bay, Wis.—Green Bay Bcstg. Co., 98.5 mc, 2.87 kw P.O. address 225 N. Adams St., Green Bay, Wis. Estimated construction cost $14,552. Principals include **Ben A. Laird,** 85%, and others, licensees of WDUZ Green Bay. Ann. May 5.

Existing Fm Stations

APPLICATIONS

KFMQ Lincoln, Neb.—Cp to change frequency from 95.3 mc, ch. 237 to 95.1 mc, ch. 236 (class A to class B); increase ERP from 363 w to 1.275 kw, change ant. height above average terrain to 125.25 ft. install new ant. system. Ann. May 4.

WFMG Gallatin, Tenn.—Mod. of cp to change frequency from 95.5 mc, ch. 238 to 104.5 mc, ch. 283, change ERP from 10.5 kw to 2 kw, change ant. height above average terrain to 5 ft. and change type ant. and trans. Ann. May 4.

Ownership Changes

ACTIONS BY FCC

WSTN St. Augustine, Fla.—Granted assignment of license to **D&R Bcstg. Corp.** (John H. Riggs, president); consideration $82,800. Comr. Lee dissented.

KHSJ Hemet, Calif.—Granted assignment of license to **Robert B.** and **Robert T. Griffin** and **Paul O. Sprague,** d/b as **Ramona Bcstg Co.**; consideration $85,000. Ann. May 11.

KFMU (FM) Los Angeles, Calif.; KFMW (FM) San Bernardino, Calif.—Granted (1) renewal of license of KFMU and (2) assignment of licenses of KFMU and KFMW to International Good Music Inc.; consideration $225,000 for KFMU and $100,000 for KFMW. **(Sherrill Corwin** is president of Metropolitan Theatres.) International Good Music holds cps for fm stations KGMI Bellingham, KGMJ Seattle, both Washington, and KGMG Portland, Ore. Ann. May 11.

WMIN St. Paul, Minn.—Granted relinquishment of positive control by **William F. Johns Jr.,** through issuance of stock to **Robert J. Flynn,** et al (16 others); involves reorganization and merger of **Pool Publications Inc.,** Fort Lauderdale, Fla. (40% owned by Mr. Johns) and **Western Bcstg Co.** (KRIB) Mason City, Iowa, controlled by Mr. Johns, into **Franklin Bcstg Co.** Ann. May 11.

KFMJ Tulsa, Okla.—Granted assignment of license to **Tulsa Great Empire Radio Inc. (Bernice L. Lynch,** president, is 72% owner of KBYE, Oklahoma City); consideration $160,000. Ann. May 11.

KAZZ (FM) Austin, Tex.—Granted transfer of control from **Larry Sherrin** to **J.E. Moore Jr.**; involves transfer of 75% interest without consideration. Ann. May 11.

KITE Terrell Hills, Tex.—Granted transfer of control from **Connie B. Gay** to **Townsend U.S. & International Growth Fund Inc.** (M.M. Townsend, president); consideration $421,985. Ann. May 11.

KWIC Salt Lake City, Utah—Granted assignment of license from **Dale R. Muriel, Marvin R.** and **Carroll R. Curtis** to **Dale R.** and **Marvin R. Curtis, Starley D. Bush** and **Thomas M. Ivory,** d/b as **Sugarhouse Bcstg. Co.**; stock transaction. Comrs. Lee and Cross dissented. Ann. May 11.

KLOG Kelso, Wash.—Granted assignment of license to **K-L Bcstrs. Inc. (Margaret A. Nagle,** president); consideration $65,000. Ann. May 11.

WPAR, WAAM-FM Parkersburg, W. Va.—Granted assignment of licenses to **WPAR**

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 11

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,409	66	78	853
FM	650	81	180	120
TV	473	55	104	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 11

	VHF	UHF	TV
Commercial	450	77	527
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1960

	AM	FM	TV
Licensed (all on air)	3,408	646	472[1]
CPs on air (new stations)	61	71	56[2]
CPs not on air (new stations)	84	161	76
Total authorized stations	3,553	878	652
Applications for new stations (not in hearing)	617	77	43
Applications for new stations (in hearing)	211	42	66
Total applications for new stations	828	119	109
Applications for major changes (not in hearing)	686	41	33
Applications for major changes (in hearing)	194	10	18
Total applications for major changes	880	51	51
Licenses deleted	1	1	0
CPs deleted	1	3	17

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[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Inc. (**Rev. H. Max Good,** president); consideration $157,500. Ann. May 11.

APPLICATIONS

KVOR Colorado Springs, Colo.—Seeks transfer of control of **KVOR Inc.** from **James R. Dudley, George W. Furth,** 25% each, **Harrison M. Fuerst,** 37½% **Richard S. Cole** and **Ellen Cole,** 4½% each, **Adele Fuerst,** 4%, to **Harrison M. Fuerst** 77½%, **Richard S. Cole** and **Ellen Cole,** 9% each, and **Adele Fuerst,** 4%, for $16,000. Messrs. Fuerst and Cole have interest in KTUR Turlock, Calif. Mr. Fuerst is stockholder in KPAS Banning, Calif. Ann. May 5.

WMEG Eau Gallie, Fla.—Seeks transfer of control of **Mel-Eau Bcstg. Corp.** from **A.V. Catterton** and **Victoria C. Martin,** equal partners, to **A.V. Catterton,** 50%, **Victoria C. Martin,** 40%, and **Thomas Cary,** 10%, for $20,000. Mr. Cary has no other broadcast interests. Ann. May 10.

WGRC Green Cove Springs, Fla.—Seeks assignment of license from **Frank Van Hobbs** to **Palms Bcstg. Corp** for $42,000. Purchasers are **Robert A. Oliver** and **David R. Millan,** equal partners, employes of WKNX-AM-TV Saginaw, Mich. Ann. May 6.

WDSR Lake City, Fla.—Seeks assignment of license from **WDSR Inc.** to **WDSR Bcstg. Inc.** for $85,000. Purchasers are **James M. Wall,** 52%, and **Rose S. Gervais,** 48%. Mr. Wall is in advertising. Miss Gervais is registered nurse. Ann. May 10.

WJDM-TV Panama City, Fla.—Seeks assignment of license from **WJDM-TV Inc.** to **Herald Publishing Co.** for $340,000. Purchasers are **James H. Gray,** 81.48%, and others. Herald Publishing is licensee of WALB-AM-TV Albany, Ga. Ann. May 10.

WRDW Augusta, Ga.—Seeks assignment of license from **Southeastern Newspapers Inc.** to **Radio Augusta Inc.** for $225,000. Purchasers are **George C. Nicholson** and **Eva C. Nicholson,** 30% each, **John C. Amick** and **Mrs. John C. Amick,** 20% each. Mr. Nicholson has interests in WAUG-AM-FM Augusta and WYZE Atlanta, both Georgia, and WANS Anderson, S.C. Mrs. Nicholson is employe of WAUG-AM-FM Augusta. Mrs. Amick has interest in WANS Anderson, S.C. and Mr. Amick is business manager of that station. Ann. May 11.

WNEB Worcester, Mass.—Seeks transfer of control of **New England Bcstg. Co.** from **John J. Hurley** and **Eugenia J. Hurley,** sole owners, to **George W. Steffy,** 75%, and **Harold D. Glidden,** 25%, for $280,000 plus agreement with seller Hurley that he will act as consultant and not compete within radius of 50 miles of Worcester for seven years for $833.33 per month. Mr. Steffy is executive vice president of Yankee Division of RKO General Inc. operating WNAC-AM-TV and WRKO-FM Boston, Mass. Mr. Glidden is technical adviser for WAGM-AM-TV Presque Isle, Me. Applicant purchasers further seek assignment of license from **New England Bcstg. Co.** to **WNEB Inc.** contingent upon prior FCC grant of transfer of control. Ann. May 11.

WPTR Albany, N.Y.—Seeks transfer of control of Schinebro Inc., 95% owner of **Patroon Bcstg. Co.** (licensee of WPTR), to **Schine Enterprises Inc.**, by reason of merger of Schinebro and another Schine family corporation, Hildemart Corp., into new corporation. No persons outside Schine family have been introduced into ownership of Schine Enterprises Inc. or, therefore, ownership of Patroon Bcstg. Ann. May 5.

WEBO Owego, N.Y.—Seeks assignment of license from **Tioga County Bcstg. Corp.** to **Owego Radio Inc.** for $81,000. Purchasers are **Amo Davis** and **Sarah Davis,** 37½% each, and **Petrina Colby,** 25%. Mr. Davis is in insulation and roofing. Ann. May 5.

KIXZ Amarillo, Tex.—Seeks transfer of control of **Radio KIXZ Inc.** from **Jay J. G. Shatz** and **G. E. Miller & Co. (Giles E. Miller),** equal partners in KIXZ Amarillo and KOKE Austin, both Texas, to **G. E. Miller & Co.** by stock transfer which allows Miller & Co. to become sole owner of KOKE and Mr. Schatz to become sole owner of KIXZ. Ann. May 10.

KOKE Austin, Tex.—Seeks transfer of control of **Radio KOKE Inc.** from **Jay J. G. Shatz** and **G. E. Miller & Co. (Giles E. Miller),** equal partners in KOKE Austin and in KIXZ Amarillo, both Texas, to **G. E. Miller & Co.** by stock transfer which allows Mr. Schatz to become sole owner of KIXZ and Miller & Co sole owner of KOKE. Ann. May 10.

KCUL Fort Worth, Tex.—Seeks transfer of control of **Dalworth Bcstg. Co.** from **Kurt A. Meer,** sole owner, to **Sky Ranch Bcstg. Co.** for $585,000. Principals include **A. Jame Bruno,** 46.25%, **Carlo H. Grande,** 46.11% and **John L. Ellinger,** 3.78%. Mr. Ellinger is manager of WNAB Bridgeport, Conn. Mr. Bruno has interest in KRAK Stockton, Calif. Ann. May 4.

KNBS (TV) Walla Walla, Wash.—Seeks assignment of cp of **Northwest Bcstg. System Inc.**, California corp. to Washington corp.; no change in stockholders or financial consideration. Ann. May 4.

WMOV Ravenswood, W. Va.—Seeks assignment of license from **Valley Bcstrs. Inc.** to **Jackson County Bcstg. Co.** for $20,000. Purchaser is **Paul V. H. Bell,** 97%, minister with no broadcast interests. Ann. May 10.

WECL Eau Claire, Wis.—Seeks transfer of control of **Chippewa Valley Radio-Tv Corp.** from **Harry S. Hyett, W. John Grandy, Dorothy Le Masurier, Odin S. Ramsland** and **G. LaVerne Flambo,** 20% each, to **Gambo Inc.** for $50,000. Purchasers are **G. LaVerne Flambo,** 97.3%, and **Gertrude Irine Flambo,** 2.7%. Mr. Flambo has interests in KBIZ Ottumwa, Iowa, and KWEB Rochester, Minn., and is manager of WQUA Moline, Ill. Ann. May 6.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately March 23 initial decision and granted applications of Tobacco Valley Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA, D, in Windsor, Conn., and Telecolor Corp. to increase daytime power of station WTXI West Springfield, Mass., from 250 w to 1 kw, and install DA for daytime use, continuing operation on 1490 kc, 250 w-N, engineering condition. Ann. May 11.

INITIAL DECISIONS

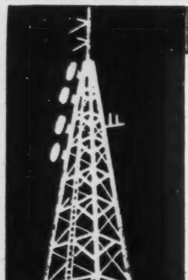
■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of Shelby County Bcstg. Co. for new am station to operate on 1520 kc, 250 w, unl., DA-1, in Shelbyville, Ind., and General Communications Inc., for new station on same frequency with 500 w, unl., DA-1, in Lafayette, La., and denying application of Storz Bcstg. Co. to change nighttime pattern of DA of station KOMA Oklahoma City, Okla., continuing operation on 1520 kc, 50 kw, unl., DA-N. Ann. May 10.

■ Hearing Examiner Thomas H. Donahue issued supplemental initial decision looking toward (1) granting application of KGB Inc., to change trans. location and increase daytime power of station KGB San Diego, Calif., from 1 kw to 5 kw, continuing operation on 1360 kc, 1 kw-N, and (2) denying as in default applications for new stations by M.V.W. Radio Corp. to operate on 1360 kc, 5 kw, DA, D, in San Fernando and Wilson Bcstg. Co. to operate on 1370 kc, 1 kw, DA, Unl. in Oxnard, both California. Ann. May 10.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Sam H. Bennion for new tv station to operate on ch. 10 in Pocatello, Idaho. Ann. May 11.

OTHER ACTIONS

■ By memorandum opinion and order,



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commission denied petition by W. D. Frink, tr/as Jefferson Radio Co. for expedited action upon Feb 9 supplemental initial decision which looked toward granting (1) Jefferson application for new am station to operate on 1480 kc, 5 kw, D, in Irondale, Ala., conditioned that building designed for housing station constructed by Mr. Frink during August and September 1956 will not be utilized, and (2) petition by Bessemer Bcstg. Co. to dismiss without prejudice its application to change facilities of station WEZB Bessemer, Ala., from 1450 kc, 250 w, Unl., to 1480 kc, 5 kw, D. Ann. May 11.

■ By decision, commission (1) reinstated and affirmed Oct. 5, 1955 grant of application of Williamsport Radio Bcstg. Assoc. Inc., for new am station (WARC) to operate on 1380 kc, 1 kw, D, in Milton, Pa., and (2) granted WARC's application for mod. of cp to change trans. site, equipment and studio location and granted its petition to dismiss without prejudice its previous modification application; and (3) denied petition by Lycoming Bcstg. Co. (WLYC) Williamsport, Pa., protestant, to dismiss with prejudice and dismissed WLYC petition to withhold action. Chmn. Ford not participating. After further hearings upon Court of Appeals remand. Aug. 14, 1958 initial decision looked toward reinstating and affirming grant. Ann. May 11.

■ By order, commission stayed effectiveness of March 23 initial decision which looked toward (1) granting application of Bert Williamson and Lester W. Spillane for new am station to operate on 1290 kc, 500 w, D, in Santa Barbara, Calif., and (2) dismissing competing application of Goleta Bcstg. Assoc. for same facilities in Goleta, Calif. Ann. May 11.

■ By memorandum opinion and order, commission denied petition by Service Bcstg. Co. to delete issue 3 (financial qualification) from hearing on its application for new am station in Concord, Calif. Ann. May 11.

■ Commission granted applications for fm SCA's by KPEN (FM) San Francisco, Calif., KTBC-FM Austin, Tex., and WXCN (FM) Providence R.I., to engage in functional music operation on a multiplex basis. Ann. May 11.

■ By memorandum opinion and order, commission dismissed, for lack of compliance with requirements of Secs. 309(c) and 405 of Communications Act, protest and petition for reconsideration by Hillebrand Electronics (fm station WMHE) Toledo, Ohio, directed against March 16 action granting without hearing application of Earl, Mullins, Torian, Propst and Stein for new class B fm station to operate on 92.3 mc in Detroit, Mich. Ann. May 11.

■ By memorandum opinion and order, commission denied joint petition by Coastal Tv Co. and Supreme Bcstg Co. applicants for ch. 12 in New Orleans, La., and New Orleans Tv. Corp., which represents merged interests of Coastal and Supreme and which operates station WVUE on ch. 13 in New Orleans pursuant to special temporary authority, for deletion of air hazard issue and other relief in New Orleans tv ch. 12 proceeding; dismissed as moot related filings. Ann. May 11.

■ By memorandum opinion and order, commission denied petition by Valley Telecasting Co. (KIVA ch. 11) Yuma, Ariz., for reconsideration of that part of Feb. 9 memorandum opinion and order which stayed, rather than set aside as KIVA now requests, grants of applications of Antennavision Service Co. for microwave relay stations to carry signals of four Phoenix tv stations to Yuma for service to catv system planned for that community, pending hearing. May 11.

■ Commission rescheduled from May 16 to May 26 oral arguments in following proceedings:

Valley Bcstg. Co., Lehighton, Pa., and Miners Bcstg. Service, Kingston, Pa.; Broadcasters, Inc., South Plainfield, N.J., and Tri-County Bcstg. Corp., Plainfield, N.J.; Veterans Bcstg. Co. and Capitol Cities Tv. Corp., Vail Mills, N.Y.; and Newark Bcstg Corp., Newark, N.J., and Loew's Theatres Bcstg. Corp., New York, N.Y.

Commission rescheduled from May 20 to May 23 oral argument in proceeding on applications of Circle Corp. (WKLZ) Kalamazoo, Mich., Kalamazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, Mich.

Commission rescheduled from June 3 to May 23 oral argument in proceeding on application of Musical Heights Inc., Braddock Heights, Md. Ann. May 11.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to May 9 time to file exceptions to initial decision in proceeding on applications of Herbert T. Graham and Triad Tv Corp. for am facilities in Lansing, Mich. Action May 4.

■ Granted petition by Catskills Bcstg. Co., and extended to May 17 time to reply to petition by Broadcast Bureau to set aside initial decision and to consolidate for hearings its application, Ellenville Bcstg Co., and Ulster County Bcstg. Co., for new am stations in Ellenville, N.Y. Action May 5.

■ Granted petition by Times and News Publishing Co. (WGET) Gettysburg, Pa., and extended to May 23 time to file oppositions to petition by The Monocacy Bcstg. Co., Gettysburg, for rehearing, and petition by Price Bcstrs. Inc., Frederick, Md., for reconsideration in proceeding on their am applications Action May 9.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to May 4 time to file exceptions to initial decision in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt Jr., for am facilities in Sheffield, Ala. Action May 2.

■ Granted petition by Broadcast Bureau and extended to May 16 time to file exceptions to initial decision in proceeding on applications of Audiocasting of Texas Inc., and Horace K. Jackson Sr., for new am stations in Waco and Gatesville, Tex. Action May 10.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Jefferson County Bcstg. Co., to extent that it seeks dismissal of its application for new am station in Madras, Ore., and dismissed application with prejudice; retained in hearing status application of Ralph J. Silkwood for new am station in Klamath Falls, Ore. Action May 3.

■ Scheduled hearings for June 27 in re proposal by Nathan Frank (WNBE-TV) New Bern, N.C., for specification of trans. and ant. site; and on application of Edward C. Fritz Jr., for new fm station in Waukegan, Ill. Action May 4.

■ Granted petition by Gertrude Baker to dismiss her application for new am station in Poplar Bluff, Mo.; dismissed application with prejudice which was in consolidated am proceeding. Action May 9.

■ Granted motion by Broadcasting Associates to extent that it seeks dismissal of its application for new am station in Dunedin, Fla.; dismissed application with prejudice which was in consolidated am proceeding. Action May 9.

By Hearing Examiner J. D. Bond

■ Granted petition by Broadcast Bureau, and extended from May 9 to May 24 time to file proposed findings of fact and conclusions of law and from May 24 to June 3 to file reply pleadings in proceeding on am applications of John K. Rogers, Bristol, Tenn., and Kingsport Bcstg. Co. (WKPT) Kingsport, Tenn. Action May 5.

■ Granted request by KGMO Radio-Tv Inc., and continued from May 9 to June 1 at 9 a.m., further hearing upon applications in group 3 of consolidated am proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action May 6.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for May 20 in proceeding on applications of Taliesin Bcstg. Co. and Douglas G. Oviatt & Son Inc., for new fm stations in Cleveland, Ohio. Action May 9.

■ Scheduled prehearing conference for May 26 in proceeding on applications of Brandywine Bcstg. Corp., Boyertown Bcstg. Co., and Dinkson Corp., for new am stations in Media, Boyertown, both Pennsylvania, and Hammonton, N.J. Action May 9.

By Hearing Examiner Thomas H. Donahue

■ On request by Laurel Bcstg. Co., Laurel, Md., and with consent of all other parties in proceeding on its am application et al., continued hearing from 9 a.m., May 4 to 2 p.m., same date. Action May 3.

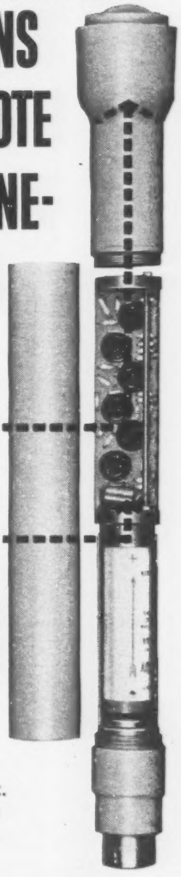
By Hearing Examiner Charles J. Frederick

■ Scheduled further hearing in group 3 for May 19 in consolidated proceedings on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action May 4.

■ Upon petition by applicant, continued hearing from May 4 to May 31 in proceeding on am application of Rodney F. Johnson (KWJJ) Portland, Ore. Action May 4.

■ Reopened record in proceeding on applications of Alkima Bcstg. Co., Herman Handloff and Howard Wasserman for am facilities in West Chester, Pa., and Newark, Del., received in evidence Handloff exhibit 13, insofar as it consists of affidavit of Louis N. Seltzer, and rejected in other respects,

Continued on page 127



FULLY TRANSISTORIZED
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M-60 REMOTE
MICROPHONE-
AMPLIFIER

A HIGH QUALITY
MICROPHONE
AND ONE-CHANNEL
REMOTE
AMPLIFIER
IN A
HAND-SIZE
UNIT

Compact — 11-⅝″ long and one inch in diameter. Lightweight — 12 oz. Yet, the Collins M-60 Remote Microphone-Amplifier takes the place of 45 lbs. of conventional amplifier equipment.

The M-60 has a self-contained transistorized amplifier, power supply and omni-directional microphone head. Comes complete with 18 feet of line, an ear plug head set and a lavalier clip and cord.

The microphone unit is completely sealed — withstands temperature, mechanical shock and humidity. A Dynaflex non-metallic diaphragm gives smooth response over a wide frequency range.

The amplifier has six identical plug-in transistors. Power is supplied by a 5.4 v 100-hour mercury cell.

For more out of your one-man, one-mike remote situations, order a Collins M-60 Remote Microphone-Amplifier. Write to Collins for further specifications and literature.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station-sales manager. Small Chicago suburban operation. Need real "take-charge" man—strong on sales . . . become active in community. Salary and incentive. Must have small station management background. Write fully in confidence. Box 335A, BROADCASTING.

Wanted—Sales manager with proven record and ability in sales. Must be an ambitious idea man and willing to work hard. The man we are looking for is now doing a good job as a salesman and would like to move up and get into the $10,000-$12,000 bracket. Must know radio from A to Z and know how to sell it. If you are looking for a job with a future and advancement send complete details in first letter to Don Mitchell, Radio Station WLAQ, Box 228, Rome, Georgia. Rome has a population of 56,000 and is a good town in which to live.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

Due to shift in group operations, desirable sales position open to man with sufficient knowhow and energy to deserve it. Established high earnings account list, liberal guarantee and commission, outstanding fringe benefits. Top Pulse fulltimer in friendly, pleasant, prosperous Illinois city of 50,000. Congenial professional staff. Write Box 267A, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Small metroplitan type market in southwest has an opening for an aggressive time salesman. Guarantee against commission, ability to do some air work helpful. Send resume, salary requirements and photo. This is a permanent position for the right man. Box 356A, BROADCASTING.

One of New England's best 250 watters (1 kw just granted) in a highly competitive city, needs go-getting, local sales manager. Salary, commission and car allowance. Box 462A BROADCASTING.

Wanted: Aggressive salesman for selectively programmed Christian fm station serving Chicago. Very challenging opportunity for the right man in fm conscious market. Photo, resume. Box 495A, BROADCASTING.

We want aggressive sales producer for suburban station metropolitan northeast market. You want to own part of what you sell. We can offer stock ownership plan certain to interest you. Let's get together now. Give sales record for past 5 years and salary required. Box 499A, BROADCASTING.

Wanted: Steady, secure, sales opening for experienced man who can produce results. Incentive plan, plus other benefits. New York state. Send resume to Box 526A, BROADCASTING.

Needed at once! $500 draw. Market tremendous, town small. Sell both radio and tv. Contact, Sales Manager, Kainor Carson, KBLR—Goodland, Kansas. Twinoaks 9-2331.

Help Wanted—(Cont'd)

Sales

Salesman wanted—for non-competitive 5 kw. Prefer man with announcing background, good typing ability, married, 25-35. This job 100% selling, no announcing. $90.00 base not a draw on 15% commission. Send detailed letter and photo to: J.F. Jae, Jr., Mgr., KHMO, Hannibal, Mo.

Enthusiastic and aggressive salesman with dj and/or production experience. Only stable, experienced, qualified apply. Number 1 ratings. CBS Network. Carl Hallberg, WDBO-Radio, Orlando, Florida.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Immediate opening for outstanding personality jockey with established, fast-moving midwestern am station. Above average spot for above average music man. Salary commensurate with your ability. Send full details and tape, to Box 372A, BROADCASTING.

Combo-announcer with first class license, for all night program. No maintenance, but news experience desirable leading Ohio Regional. Send resume past experience, tape, state salary expected and when available. Confidential. Box 401A, BROADCASTING.

Opening for announcer in midwest metropolitan CBS basic radio-tv station. This quality operation seeks mature, deep resonant voice. To qualify for audition, send tape immediately to Box 408A, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Announcer looking for advancement, with a very attractive offer for right man. 5000 watt fulltime station, ABC affiliate under multiple ownership. Located deep south. Box 452A, BROADCASTING.

Announcer-newswriter wanted by class station in N.Y.C. Suburbs. Send tape-resume. Box 453A, BROADCASTING.

D/J personality wanted: Are you ready to move up to 5 kw? Must be good commercial and board man. Medium market. Start $90.00 per week with regular increases, paid vacations, ins. etc. Box 481A, BROADCASTING.

Making changes. Need-swinging dj. Must know production, chance to become pd. Need swinging dj with 1st phone. Need salesman dj. Details in first letter. Top 40 operation. Good Texas town. Box 486A, BROADCASTING.

Experienced, stable, versatile announcer. Downstate Illinois. Weekly minimum $80.00. Box 487A, BROADCASTING.

Immediate opening for versatile announcer who can sell or write copy. Must have good voice and do production spots. Top salary to right man in beautiful section of Virginia. Send tape, photo and resume to Box 491A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Are you more than just a bright, fast dj? Can you do tv commercials, mc, and conduct shows? #1 radio and NBC-TV affiliate in medium midwest market. Send tape, photo and resume to Box 492A, BROADCASTING.

Station in top 20 market wants top-rated morning man. Strong personality, good voice. Send resume, tape and photo. Box 506A, BROADCASTING.

Wanted: Mature, experienced staff announcer for good music station in one of the top 100 markets. Middlewest. Send complete resume and tape of news and commercials. Salary offer will be based on your present earnings. Box 514A, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Adult music station needs staff announcer with 1-2 years experience. Send tape, photo, references and resume to KILO, Grand Forks, North Dakota.

1,000 watt independent fulltime operation desires top-flight announcer for morning show. Adult type programming. Send tape, resume, and photo to KSSS, Box 764, Colorado Springs.

A good music announcer with first ticket. 5 day, 40 hour daytime shift. Boston am-fm concert music station. Liberal fringe benefits, position with a good future. Phone Waltham, Mass., Twinbrook 3-7080, for Rob Stuart-Vail, Program Director. Tape, resume to WCRB, Box 288, Boston 54.

DJ with production experience. Send tape with letter including background, experience, picture, complete details. TV ability desirable, not necessary. CBS Network, Number 1 radio and tv. Carl Hallberg, WDBO-Radio, Orlando, Florida.

Smooth morning man, strong on news, with 3rd class ticket for enterprising 1000 watter. Send tape, photo and resume in first letter to WDDY, Gloucester, Virginia.

Announcer-newsman wanted immediately. Send background experience and tape to: Manager WJCD, Seymour, Indiana.

Immediate opening for experienced morning man. Combo operation using latest equipment. Adult music, news station. Top pay for top performance. Send background and tape to Manager, WRTA, Altoona, Pennsylvania.

Announcer wanted. Must be capable of adlibing, selling, writing copy, news. Also, capable of management and have a record of paying personal bills well and don't drink. If you can fill the requirements there's a good future for you with the Washington Broadcasting Company, Radio Station WSNT, Sandersville, Georgia.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Help Wanted—(Cont'd)

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Enterprising independent station in Virginia needs engineer-announcer. First class ticket essential, announcing secondary. Short hours, salary commensurate with experience. Reply Box 344A, BROADCASTING.

Chief engineer - announcer - 1000 W - DAD Michigan station. Maintenance ability and announcing experience. Want man looking for permanent location and chance for advancement. Send resume, photo, and tape to Box 346A, BROADCASTING.

Chief engineer for eastern Pennsylvania, 5 kw radio station. Directional experience necessary. Reply to Box 362A, BROADCASTING.

Have opening for engineer-announcer at 1 kilowatt ABC daytimer on Florida east coast. Good opportunity for advancement. Interested person should send tape, photo and resume to Box 511A, BROADCASTING.

Rocky Mountain west vacation land. Engineer-announcer, starting salary $115.00 per week. KRTN, Raton, New Mexico.

Wanted one engineer with 1st phone, no announcing, transmitter shift. Contact H.T. Wiley, KSYD, Box 2130, Wichita Falls, Texas.

Engineer with first class ticket. Transmitter duties plus some studio work in Monroe, Michigan. Contact Irv Laing, WQTE, 1260 Library Place, Detroit 26, Michigan, Woodward 2-0900.

Educational closed circuit system needs chief engineer, starting August, long vacations, some directing if desired. $5,000-ETV Office Corning City School District, 291 East First Street, Corning, New York.

Production-Programming, Others

Experienced, energetic newscaster capable of supervising three man news staff, wanted by established, successful mid-western radio station. Emphasis on local news. If you are on the way up and interested in more money with an alert operation, send full details with tape, which we'll return, to Box 373A, BROADCASTING.

News supervisor to assist director of Ohio's biggest radio news department. Send tape, resume and photo to News Director, WCOL, Columbus 15, Ohio.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

RADIO

Situations Wanted—Management

Radio station manager, production or program director. Twenty-five years well rounded professional experience. National and local sponsor success. Some tv. Live wire town. Successful civic worker. John Harold Betts. Box 472S, BROADCASTING.

Manager—Top management man available soon. Write for details. Do not reply unless you need general manager. Box 456A, BROADCASTING.

Veteran broadcaster, recently sold station, seeks management of small market station. Excellent record. Might invest. Box 459A, BROADCASTING.

Wanted to manage small or medium station in warm climate with chance to buy in. Presently midwest manager with no future. Box 468A, BROADCASTING.

Wife and children have chronic bronchitis. Forced to move to dry climate. Would like management of small market station. Have been in top ten market for past 5 years. Must have guarantee of $9,000. Box 470A, BROADCASTING.

Sales

Next step—Young, energetic, college grad four years major network experience seeks future in radio sales. Box 334A, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced radio man wants job as announcer or salesman or combination of both at California station. Box 475A, BROADCASTING.

Dynamic, young sales manager seeks greater opportunity. Aggressive leader, outstanding record, 22, married, and references. Box 483A, BROADCASTING.

Experienced salesman seeks relocation upper midwest. Proven sales. Family man. Salary, commission, interview. Box 500A, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Young, married, veteran, some experience wishes chance to swing for lively station, available 10 June, POrter 2-1310, Clovis, New Mexico. Box 184A, BROADCASTING.

Finished with the frost! Experienced announcer with wife wants to thaw out (and settle) in Florida, California or east. 26 years old veteran, college man, presently employed. Box 354A, BROADCASTING.

Announcer-salesman. Can handle board and turn in responsible job. Box 454A, BROADCASTING.

Swingin' dj—3 years experience. Married, family, veteran. Want lively station in midwest. $105 minimum. Box 457A, BROADCASTING.

Announcer, experienced dj, strong on news, veteran, 2 years college, ambitious, sincere. Box 469A, BROADCASTING.

Young, alert announcer, loves tight production, lighting fast on board, wants morning show. Will consider others. South or midwest. Programming, station promotion experience. $75-$85. Send letter giving full details. Box 472A, BROADCASTING.

Georgian wants to relocate in small market in Georgia. Dependable. Professional sound. Now employed major market—network affiliate. Excellent references. Box 482A, BROADCASTING.

Announcer-dj some experience, married, vet, dependable, tape and resume. Box 493A, BROADCASTING.

Snappy, happy morning man. no r&r, clever script writer. Strong news. Real pro. Box 494A, BROADCASTING.

Do stability, reliability and permanency mean anything to you as an employer? If so, and you can pay $125 weekly for a mature announcer with those qualifications plus 10 years experience and first phone, write or wire Box 497A, BROADCASTING.

Intelligent, highly experienced, air personality looking for air-conscious station. Box 502A, BROADCASTING.

Local news specialist. Fill with production, copy, or disc show. Some sales. Have 1st phone. Family man. Ten years radio; $10,000 cash. Want to work behind investment in your station. Prefer Idaho, Colorado, New Mexico, Arizona. Box 505A, BROADCASTING.

Announcer/program director. Versatile. Experienced. Also sports. Offers top quality. Box 507A, BROADCASTING.

Summer replacement problems? Try us. Large staff of employed airmen seeking vacation work. Television, dj, news. Full power professional experience to fill the vacation gap. Three week minimum. Box 509A, BROADCASTING.

Announcer, single, two years experience, good tight production. Willing to travel, money secondary but important. Box 510A, BROADCASTING.

Sportscaster: hockey, baseball, basketball, football. College graduate, 22. Box 520A, BROADCASTING.

Announcer/engineer—1st ticket. Presently large market. Former chief engineer. Experienced dj, news, special events, sports, team man, with ideas. Upper midwest preferred, but other offers considered. Box 522A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swinging negro deejay. 6 years experience. Salary secondary to opportunity. Hurry. Box 525A, BROADCASTING.

Announcer-engineer, 1st phone, 3 years experience. Prefer eastern U.S. Box 527A, BROADCASTING.

Small, medium or large . . . market in California? Can you use combo dj 1st phone, 8 years experience, write copy, produce spots, some sales. Married, family, dependable. Let's "grow up" together. Write: D.J., 6644 TuJunga, Apt. 2, North Hollywood, California.

Dependable young air personality looking for larger market. Just completed stint with #1 outlet in four station market. Wants permanent position with music operation. Holds all age groups with current pop format. Opportunity and advancement are paramount. Available at once. Will travel and will wait for top spot. Jack Du Long, 7731 Forest Preserve Drive, Chicago 34, Illinois. Phone ME 7-0238.

Announcer, dj. Have first phone, 5 months training, and good voice. Tape available. Norman Hammer, 1407 Grant St., Santa Monica, California.

Negro dj. Can also handle news and commercials, run own board; will travel. Nathaniel Logan, 240 W. 103 St., N. Y. 25, N. Y. AU 3-9722.

Sportscaster—dj—newsman, college graduate, 22, experienced. Available June tenth. Jerry Schmelzer, Finance Building, Cleveland, Ohio.

Combo-sales announcer, experienced, prefer northeastern states. Excellent references. Family man, age 33. Tapes and resume on request, available in August. Write, Al Waddell, 32 Forsythia Dr., Champaign, Illinois.

Missing something??? Announcer-newsman, moderate experience, sales, board, pleasant sounding. Herb Wingate, 144-50 35th Ave., Flushing 54, L.I., N.Y. Phone: Lenox 9-3633.

Technical

Experienced engineer desires permanent position in radio or television. No announcing. Available immediately. Box 264A, BROADCASTING.

Experienced first phone, announcer. Wants relaxed small market job anywhere. Box 463A, BROADCASTING.

First phone twelve years. Desire job radio/tv upper midwest. Box 477A, BROADCASTING.

Young first phone engineer desires stable, permanent position. Experience: am-fm, 4-tower directional etc. Most studio equipment—chief at two stations. Licensed ham. No smoking or drinking. Prefer metro. area. $120 week. Box 519A, BROADCASTING.

Have first ticket, will travel, no experience, will announce. Very eager to learn. Phone 1517. Clyde Paul, 305 W. 5th Ave., Oakdale, La.

Production-Programming, Others

Need your radio-tv department organized, reorganized?—Prize-winning newsman with wide experience, mature judgment and initiative offers ability to handle staff for superior news coverage. Prefer community where competition is stiff or can be made so. Radio, news syndicates, dailies experience. Box 348A, BROADCASTING.

Veteran broadcaster and newspaper publisher seeks connection with station interested in establishing editorial policy. Owned station and newspaper until recently. Top awards for editorial writing. Write, broadcast, sell, direct or assist in news department. Box 458A, BROADCASTING.

Need energetic, knowledgeable pd? Major market assistant ready. Five figures. Box 466A, BROADCASTING.

8 years gathering, writing, airing local news. 30 years old, married, presently employed. Seeking security and salary commensurate with ability. Box 471A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Director, first class engineering license, desires small/medium station to utilize 2½ years of thorough ground work all phases broadcasting. Box 485A, BROADCASTING.

Experienced newsman. Presently employed in metropolitan area. Knows on and off-air work, including editing and reporting and use of radio news equipment. Can run board. College grad. Car. Prefers station within 150 miles of Philadelphia. If you want a young man with ideas and the initiative and drive to put them across, suggest we talk. Box 490A, BROADCASTING.

Copy-traffic girl wants a change. Chiefly radio, some tv. Present employer has seen this ad. Box 504A, BROADCASTING.

Six years experience, film, production, camera, programming basic, plus others, desire permanent position. Box 513A, BROADCASTING.

Outstandingly good male vocalist (like Como-Crosby sound). Name band, club and radio experience. Wants opportunity in radio. Audition tape recording sent on request. Box 516A, BROADCASTING.

TELEVISION

Help Wanted—Sales

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Account executive salesman—Dominant station in market has immediate opening for an aggressive, creative salesman. TV or radio sales experience necessary. The potential is unlimited for a hard worker . . . Guarantee against commission plan. Contact Bob Ray or Ken Kampion, WPTV, Palm Beach, Florida.

Top rated mid-west station (WSBT & TV) offers opportunity in sales for the man ready to move to larger, expanding market. Prefer one or two years experience but will consider college graduate if veteran or draft exempt. Many excellent benefits. Write personnel director, South Bend Tribune, South Bend 26, Indiana.

Announcers

Wanted, top-flight reporter-newscaster. On-camera presentation first consideration. Send picture, tape, resume and salary requirements. Box 376A, BROADCASTING.

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, channel 7, Tyler, Texas.

Technical

Wanted one engineer with 1st phone, to operate with GE transmitter, studio and video tape equipment. Contact H.T. Wiley, KSYD-TV, Box 2130, Wichita Falls, Texas.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Country's most modern midwest television station wants tv director with first class engineering license. Position open immediately. Send resume to Box 297A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

News director. State capital vhf operation in southeast seeks professionally trained, experienced newsman to head well organized news department and personally handle prime early evening newscasts. Station owned by long established company which places strong emphasis on news. Pleasant working conditions. Good salary. Group insurance and pension plan. Present news director leaving to accept unusual big market opportunity. Interested parties please present application including photo promptly to Box 315A, BROADCASTING. All applications acknowledged.

Florida tv station needs experienced traffic girl. Salary open. Write to Walt Baker, WLOF-TV, 639 W. Central, Orlando. Include snapshot and complete resume.

Newsman—gather and telecast two local news programs daily. WSYE-TV, Box 314, Elmira, N.Y.

TELEVISION

Situations Wanted—Management

Thirteen years tv management as program manager, film buyer, operations manager, sales manager, and radio-tv director for ad agency . . . all vhf, major market experience. Seeking relocation due to lack of advancement opportunity. Will consider station group, VTR production unit, ad agency, syndicated and feature film sales, or international tv consultant position. Available soon for personal interview. Top references upon request. Box 460A, BROADCASTING.

Announcers

I've done it!!! Reached my peak in this midwest market of 200,000. Currently morning man, pd. and free lance tv announcer. Ready to move up. Far west or midwest. Try me. Box 464A, BROADCASTING.

Anyone need a young broadcaster (journalism degree, ten years experience, wife, children, currently employed as tv weatherman and "Bandstand" m.c.) making two hundred per. Box 465A, BROADCASTING.

Experienced announcer, dj (2 years experience) interested in booth and on camera, announcing or radio-tv combination. Family man, mature, wishes to relocate permanently. Box 474A, BROADCASTING.

Announcer. Good one photographer, good one first phone, too. Write Box 496A, BROADCASTING.

Ventriloquist, personality dj, children's personality, available due to misrepresentation, extreme disappointment. 28, family of three, seeks career personality, promotion minded station that will utilize talents to fullest, exchange for permanency, promotion, good treatment. 11 years show business experience, five radio-tv. $125.00 base under any conditions. Midwest preferred. Box 518A, BROADCASTING.

Technical

Graduating interns, technical and production, trained in modern fully equipped studios by commercial minded instructors now available. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Program director . . . Located in top 30 market. Trying to advance. Can furnish excellent character and ability references. Have first phone. Experienced in both VTR and live spot commercials. Box 478A, BROADCASTING.

TV production—Presently employed by CBS basic vhf. Solid experience in audio, camera, lighting, projection, announcing, performing. First phone, degree, and theatre production background. Seeking position that will lead to directing. Single, 27, ambitious. Excellent references! Box 488A, BROADCASTING.

Production man. Capable in capacity of program director, production manager, director. 7 years television experience. Presently employed as production manager. Box 515A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Veteran sports and news director-pro background. Senior sportscaster Boston Garden Basketball tournaments—major football games—special events personality. Proven sales and listening delivery on camera and mike. Now in top sales and promotion management northwest. Drier climate preferred with straight broadcasting or directing. Guaranteed satisfaction. Write, Manager, 6606 Hiway 99 South Everett, Washington. Telephone ED 4-4334.

FOR SALE

Equipment

1 RCA 70-D tt. with microgroove and standard pickup 45 rpm conversion $325. 1 RCA 70-D standard pickup $175. 2 RCA 76-B2 consolettes 1 manual 2 schematics, first one gets manual, $485 each. Box 358A, BROADCASTING.

FM 3 kw Collins transmitter available from major east coast city within 20 days. Good condition, sold as is. Best offer over $4000.00. Box 386A, BROADCASTING.

3-kw Federal fm transmitter and 6-bay GE antenna. In operation. Going higher power. Highest offer. Box 467A, BROADCASTING.

A 600′ triangular-base, self-supporting tower is available in St. Louis. Was erected by Ideco in 1954 for a TV station which abandoned it. Make us an offer. Address Box 476A, BROADCASTING.

Lapp base insulator type 14855 for guyed towers, and two A-1 sets of lights. Box 489A, BROADCASTING.

Machlett 5530-H tube with grid and filament connectors. Used less than 2 hours. New tube guarantee! Box 524A, BROADCASTING.

Buy, sell or trade also new and used towers. Special 150′ am self-supporting. Ready to ship $1,000.00. P.O. Box 55, Greenville, N.C.

1960 Gates CB-225A $450.00 console turntables, pickups . . . complete! Two like new $175.00 each. Two all new $250.00 each. Used Western Electric audio console $395.00. WIFI, Box 3022, Philadelphia 50.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

CH 2 tv GE TT6 transmitter, associated gear. Pair GE Synchrolite and pair GPL PA-100 projectors. WTHS-TV, 1410 NE 2 Ave., Miami, Florida.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, **Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.**

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Wanted to buy all or part of cp or new station. Financially responsible. Box 461A, BROADCASTING.

WANTED TO BUY

Stations

AM station wanted in good market—with $50,000 to $150,000 down payment. Confidential. Box 503A, BROADCASTING.

Am low power broadcasting station. Brokers inquiry welcome. Strictly confidential. I. Sinofsky, 39 High St., Passaic, N.J.

Equipment

Wanted 12 kilowatt uhf tv transmitter and associated equipment. Contact Thomas A. Barr, WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Alabama.

We are looking for an RF bridge and RF oscillator in good operating order. Please reply by phone or wire to Kenneth Tetzloff, Chief Engineer, WEAQ, Eau Claire, Wisconsin. Temple 2-9766.

Tower wanted. 150 ft. self-supporting (not guyed). Within reasonable trucking distance. WTXL, West Springfield, Massachusetts.

Federal 101-C field measuring set. Must have high frequency loops. State condition and price. Charles B. Persons, 3702 East Lake Street, Minneapolis 6, Minn.

TP-16 projector. UHF transmitters in any cond. for use as RF power sources. VHF transmitters 500W, 5 and 10 kw. Also cameras, studio equipment, broadcasting equipment for sale. Technical Systems Corp., 12-01 43rd Avenue, L.I.C. 1, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

The National Academy of Broadcasting, 3338 16th St., Washington, D.C. trains and places writers and announcers. Send for catalog and job list. (26th year)

MISCELLANEOUS

Attention—Writers, producers, directors. Selling extensive collection newspaper files covering World War II and Korean Conflict. Includes years 1942-1958 providing endless story material. Already packed. Make offer. Box 455A, BROADCASTING.

Musical station breaks $25.00 per cut. Also commercial jingles. Box 523A, BROADCASTING.

Want commissionable, commercial-religious rates, 5kw to 50kw. Gospel Broadcasters Agency Schell City, Missouri.

RADIO

Help Wanted—Announcers

DISC JOCKEY WANTED

A full time five kilowatt south central Atlantic station looking for a really top disc jockey. Must be warm and friendly on the air. Middle of the road format. No top 40. Must do all production on board. TV work also available with tv affiliate. This is a permanent position for the right man. Salary open; commensurate with ability. Bright future with this organization. Send tape and resume to:

Box 512A,
BROADCASTING.

Production-Programming, Others

ADULT RADIO WANTS A PRO

A man with a solid radio background who can do a top calibre job in all phases, including production and writing. Real opportunity for you in a nationally known Ohio station. Salary open. Write:

Box 508A, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

PROGRAM MAN

We are looking for a FORMULA PROGRAM MAN with a proven record in one of the first 40 markets.

Send complete details, proof of ability, references, photo, home phone, salary desired, tapes of your work.

Do not waste your time if you are not outstanding. This is a top position.

Box 451A, BROADCASTING

RADIO

Situations Wanted—Management

RADIO MANAGER
Available

13 years top exec. positions with two of largest multiple operators—large competitive metropolitan markets. Excellent industry references. Replies Confidential.

Box 484A, BROADCASTING

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and
Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

CAREER OPPORTUNITY with SCHAFER CUSTOM ENGINEERING,

Division of Textron Electronics, Inc.

If you have a strong background in the Broadcast Industry, a technical background, experience in Sales of technical equipment, you may be the man to participate in the fastest growing broadcast equipment manufacturer in the country.
Openings exist in several areas throughout the United States.
Substantial salary plus commission, with expenses paid and transportation furnished.
Permanent position with excellent company benefits.
Send resume to Sales Department.

SCHAFER CUSTOM ENGINEERING,
Division of Textron Electronics, Inc.,
235 South Third Street,
Burbank, California

RADIO

Situations Wanted

Production-Programming, Others

If your operation needs a
PROGRAM DIRECTOR
with

- *the best of modern sound experience*
- *top production ability*
- *aggressive leadership*
- *successful past (and present)*
- *excellent references*
- *ideas galore*

Then I would be interested in hearing from you. Presently employed as P.D. at #1 station in a market of over two million. Will consider all replies, particularly the west.

Box 521A, BROADCASTING.

FOR SALE

Equipment

FOR SALE—AT SACRIFICE

Complete 400 foot Cinevoice 16mm SOF Camera, including two 400 foot B&H magazines, • Pan-Cinor Zoom Lens 70, Gordon Yoder conversion including footage counter, inside filters, phone jack, Lens support etc. Also tripod, high hat, microphone boom, one standard, and one Lavalier microphone. This equipment in excellent condition, list price about $3,000.00 will accept $1,800.00 to close quick sale. Write:

Box 473A, BROADCASTING

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY
Quincy, Illinois

INSTRUCTIONS

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL of ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

Employment Service

JOBS IN BROADCASTING

Interesting and challenging positions available for competent, reliable broadcasting personnel—Radio and TV broadcast or behind the scenes. Our employment service may aid you in achieving your highest artistic and salaried potential. Write today for free details to:

RICHARD M. HANLON ASSOCIATES
P.O. Box 1193 Indianapolis 6, Ind.

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

LET'S GET TOGETHER

A new placement service

Employers — Employees

Radio and Television

Announcers	Salesmen
Engineers	Copywriters
Production	Newswriters
Combo-men	Directors

Executives

Serving Eight States

Minnesota	Illinois
Wisconsin	Missouri
Iowa	No. Dak.
Nebraska	So. Dak.

Make Application Now!

State position desired

WALKER EMPLOYMENT SERVICE
Broadcast Division-A
83 So. 7th St.
Minneapolis 2, Minn.

FOR SALE

Stations

TOP MEDIUM MARKET

Full-Time 1KW in South

Best equipment, valuable real estate. $200,000, 29 percent down. No brokers. One of the very best radio opportunities anywhere. Fast growing market. Investigate in strict confidence. Write **Box 479A, BROADCASTING,** we will contact you.

RIGHT IN THE HEART OF ONE OF THE FASTEST-GROWING AREAS IN THE SOUTH:

250 watt AM and 5 kw FM with good local acceptance and a good sales story. Valuable real estate included $150,000 with terms available.

Box 480A, BROADCASTING

PACKED WITH POTENTIAL

New York State Daytimer. Covering one of nation's top markets.

$35,000 down, long payout.

Box 498A, BROADCASTING

FOR SALE

Stations

MICHIGAN FULLTIMER

For sale by owners. Gross approximately $200,000.00 per year. Sale of 100% stock includes cash, receivables and all equipment. Minimum of $150,000 cash required. Only inquiries from responsible parties will be answered. No brokers please. Write:

Box 517A, BROADCASTING.

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Medium	5kw	230M	29% dn.
N.Y.	Medium	1kw-D	105M	cash
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio-TV properties contact

PATT McDONALD CO.
Box 9266, Austin, Texas. GL. 3-8080
Or, Jack Koste, 60 E. 42nd, NY 17, NY
MU. 2-4813

Continued from page 121

rejected Handloff exhibit 14, and closed record. Action May 4.

■ Granted motion by Sanford L. Hirschberg and Gerald R. McGuire and rescheduled for 9 a.m., May 20 further hearing in proceeding on their application and that of Fairview Bcstrs. for new am stations in Cohoes-Watervliet and Rensselaer, N.Y. Action May 6.

By Hearing Examiner Millard F. French

■ Granted petition by Acadian Tv Corp., for leave to amend its application for new tv station on ch. 3 in Lafayette, La., to show disposition of deceased stockholder's stock. Action May 4.

■ To formalize ruling made on record on April 26, granted petition by Northwest Bcstrs. Inc., for leave to amend its application for new am station in Bellevue, Wash., to reflect changes in stock holdings. Application is consolidated for hearing with application of Rev. Haldane James Duff for am facilities in Seattle. Action May 4.

■ Issued order following prehearing conference in proceeding on applications of Suburban Bcstg. Co. and Camden Bcstg. Co., for new fm stations in Mount Kisco, N.Y., and Newark, N.J.; scheduled hearing for June 14. Action May 5.

■ Upon request by Brandywine Bcstg. Corp., and with consent of all other parties, extended from May 10 to July 11 time for exchange of exhibits and continued hearing from May 17 to July 18 in proceeding on Brandywine's application and that of David L. Kurtz for new fm stations in Media and Philadelphia, Pa. Action May 9.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Don M. Lidenton, Poplar Bluff, Mo., to extent that Cecil W. Roberts and Jane A. Roberts, his wife, are held to be in default and relieved Mr. Lidenton of obligation to prepare and distribute copies of written affirmative case directed to issue 9 or to offer such case in evidence at hearing in proceeding on their applications for am facilities in Poplar Bluff, et al. Action May 2.

■ Granted petition by Telemusic Co., and extended from May 3 to May 24 time to file reply findings and conclusions in proceedings on its application for new fm station in San Bernardino, Calif. Action May 4.

By Hearing Examiner H. Gifford Irion

■ Upon request by applicant, continued further hearing from May 13 to May 24 in proceeding on application of Northside Bcstg. Co. for new am station in Jeffersonville, Ind. Action May 6.

FOR SALE

Stations

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport Iowa

STATIONS FOR SALE

1. SOUTHWEST FULL TIME. Doing $12,000 monthly. Top market. Asking $275,000 with 29% down.
2. NORTHWEST. Man and wife operation. Doing $36,000. Asking $50,000 with 29% down.
3. CALIFORNIA. Full time. Growing market. Presently absentee owned. $3,000 monthly average. Asking $55,000 with 29% down.
4. SOUTHWEST. High powered daytimer in good sized market. Did $80,000 last year. Absentee owned. Asking $135,000.
5. SOUTHWEST. Good market. Daytimer. Did $80,000 last year. Asking $125,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

By Hearing Examiner David I. Kraushaar

■ Granted motion by applicants insofar as it was amended to change previously scheduled dates in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al.; continued hearing from June 6 to June 15. Action May 3.

■ On own motion, scheduled prehearing conference for June 1 in proceeding on proposal filed by Nathan Frank (WNBE-TV) New Bern, N.C., for specification of trans. and ant. site. Action May 6.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled further prehearing conference for May 23 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres, Inc. (KGO-TV), San Francisco, Calif., for cps to increase ant. height. Action May 2.

■ Due to informal classified conference scheduled for June 10 in office of the Army Judge Advocate General, continued indefinitely prehearing conference scheduled for May 23 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres, Inc. (KGO-TV) San Francisco, Calif. Action May 9.

■ By agreement of all parties, continued hearing from May 4 to June 13 on order directing Douglas H. McDonald, trustee, permittee of tv station WTVW (ch. 7) Evansville, Ind., to show cause why authorization for that station should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 3.

■ Pursuant to May 6 hearing, scheduled resumption of hearing for May 27 in proceeding on applications of American Bcstg.-Paramount Theatres Inc. (KABC-FM) Los Angeles, Calif., and Tri-Counties Public Service Inc. (KUDU-FM) Ventura-Oxnard, Calif. Action May 6.

■ Upon request by Concert Network Inc., and with consent of other parties in proceeding on its application and that of WBUD Inc., for new fm stations in Trenton, N.J., ordered that exchange of engineering exhibits shall be on May 18 in lieu of May 9 and that formal exchange of all lay exhibits shall be accomplished on or before May 25 in lieu of May 18. Action May 9.

By Hearing Examiner Forest L. McClenning

■ Granted request by American Bcstg. Stations Inc. (KWMT) Fort Dodge, Iowa, closed record and scheduled June 3 date to file proposed findings of fact and conclusions of law in proceeding on its am application. Action May 3.

■ Granted request by Newport Bcstg. Co., and continued from May 19 to June 7 hearing in proceeding on its application and that of Crittenden County Bcstg. Co., for new am stations in West Memphis, Ark. Ann. May 9.

■ Granted petition by Broadcast Bureau and extended from May 16 to June 6 time to file proposed findings of fact and conclusions of law in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action May 9.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for May 25 on am applications of Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.; Firmin Co., Vincennes, Ind., and Donze Enterprises Inc. (KSGM) Chester, Ill. Action May 2.

■ Further continued from May 11 to June 21 further prehearing conference in matter of complaint by WSAZ Inc. (WSAZ-TV) Huntington, W.Va., alleging that American Telephone and Telegraph Co. has charged greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, than is specified in applicable tariffs. Action May 3.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to May 10 time to file proposed findings and conclusions and to May 20 to file reply findings in proceeding on am applications of H and R Electronics Inc., Greenville, N.C., et al. Action April 29.

■ Granted request by Continental Bcstg. Co., Cincinnati, Ohio, and extended from May 6 to May 9 time to submit additional engineering material in proceeding on am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al, for group 2. Action May 9.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 6

WAUG-AM-FM Augusta, Ga.—Granted acquisition of positive control by **Chester H. Jones** through purchase of stock from **George C. Nicholson.**

WBRN Big Rapids, Mich.—Granted authority to sign-off at 7 p.m. for period through August 31.

WSIV Pekin, Ill.—Granted authority to sign-off at 6:30 p.m., CDST, for period through Sept. 30, except for special events when station may operate to licensed sign-off time.

WEZB Bessemer, Ala.—Granted authority to remain silent through June 5.

K74AY Salt Lake City, Utah—Granted extension of completion date to Nov. 5.

KTWO-TV Casper, Wyo.—Granted extension of completion date to Aug. 1.

Actions of May 4

KELP-TV El Paso, Tex.—Granted cp to change ERP to vis. 209 kw, aur. 115 kw, trans location, type trans., install new ant. system, make changes in equipment and ant. structure; ant. 870 ft.

WMAK Nashville, Tenn.—Remote control permitted while using non-DA.

KNEL Brady, Tex.—Remote control permitted.

Actions of May 3

WXTN Lexington, Miss.—Granted license for am station.

KNCY Nebraska City, Neb.—Granted license for am station and specify type trans. and studio location.

KCOY Santa Maria, Calif.—Granted license covering change of frequency, increase power, installation (DA-N), make changes in ground system, installation new trans. and change studio location.

WENN Birmingham, Ala.—Granted license covering increase of power, installation new trans. and DA; change studio and station location, and delete remote control operation of trans.

WRNL Richmond, Va.—Granted license covering change in ant. trans. location, change in DA system and ground system and installation new trans.; and installation alternate main trans.

KGMI(FM) Bellingham, Wash.—Granted license for fm station and change studio location.

WTYC Rock Hill, S.C.—Granted authority to sign-off at 7 p.m., EST, for period ending Aug. 31, except for special events when station may operate to licensed sign-off time.

WLOI La Porte, Ind.—Granted authority to sign-off at 5:30 p.m., CST, for period through May 31.

Actions of May 2

WODY Bassett, Va.—Granted assignment of cp to **WYTI Inc.**

WDLM East Moline, Ill.—Granted authority to sign-off at 5:30 p.m., CST, for period through June 30.

WONG Oneida, N.Y.—Granted authority to sign-off at 7 p.m., EDST, for period ending Sept. 30.

WYSL-FM Amherst, N.Y.—Remote control permitted.

KOZI Chelan, Wash.—Granted change of remote control authority.

License Renewals

■ Following stations were granted renewal of license: WCMC Wildwood, N.J.; WDLC Port Jervis, N.Y.; WGNY Newburgh, N.Y.; WHDL, Olean, N.Y.; WKIP Poughkeepsie, N.Y.; WNBZ Saranac Lake, N.Y.; WRIV Riverhead, N.Y.; WSLB Ogdensburg, N.Y.; WWBZ Vineland, N.J.; WWSC Glens Falls, N.Y.; WEVD-FM New York, N.Y.; WHDL-FM Olean, N.Y.; WJLK-FM Asbury Park, N.J.; WKIP-FM Poughkeepsie, N.Y.; WKOP-FM Binghamton, N.Y.; *WAER (FM) Syracuse, N.Y.; *WAMC (FM) Albany, N.Y.; *WECW (FM) Elmira, N.Y.; WBUF (FM) Buffalo, N.Y.; WHFM (FM) Rochester, N.Y.; WHAM Rochester, N.Y.; KSEM Moses Lake, Wash.; WMTW-FM Mt. Washington, N.H.; KVI Seattle, Wash.; WMMW Meriden, Conn.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

570 Kc

New, Corner Brook, Nfld.—1 kw ND, unl.

600 Kc

New, Grand Falls, Nfld.—1 kw ND, D.

790 Kc

CFCW Camrose, Alta.—10 kw DA-2, Unl. (PO: 1230 kc, 1 kw, D/0.25 kw N, ND)

1150 Kc

CKTR Three Rivers, P.Q.—10 kw D/1 kw N DA-2 Unl. (PO: 1150 kc 5 kw D/1 kw N DA-2 III)

1260 Kc

CFRN Edmonton, Alta.—50 kw DA-N Unl. (PO: 1260 kc 10 kw DA-N III)

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

KLIX

1310 on your radio—channel 11 television

TWIN FALLS, IDAHO

This station's slogan "KLIX is klickin'" is not a meaningless metaphor but describes its activity and success. In fact, KLIX-TV has been "klickin'" since June 1955 with a power output of 30,000 watts and application filed for 80,000; is affiliated with all 3 national networks—CBS, ABC, NBC; and has a staff of 35, including radio personnel.

KLIX Radio went on the air in 1948 with 250 watts—raised power to 1000 in 1951 and now construction is underway for 5000 watts. The format of music, news and sports is augmented by 4 mobile units for complete valley coverage of special events.

Gordon O. Glasmann
Vice President and General Manager

Northwest Grad Bon Mauldin is employed in engineering department of KLIX-TV. Technical supervisor, D. K. Cederstrom says this of him . . .

"Mr. Mauldin has been with us at KLIX-TV over two years as transmitter operator and studio engineer. His versatility and well prepared background make him especially valuable since he is able to cope with any problem arising in this department with dispatch and efficiency."

D. K. Cederstrom
Technical Supervisor

Bon Mauldin, NWS grad, transmitter-studio engineer.

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 6-4811
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

OUR RESPECTS TO . . .

Jack Kessler Lipson

As a man who advanced through the ranks of art in retail department stores, Jack Lipson is a kind of rarity among executive-level advertising people—he's humble and soft-spoken but has the mild-mannered courage of strong convictions.

The past fortnight an interviewer visited Helene Curtis Industries on Chicago's west side, signed the register and waited as other visitors streamed in and out of the bustling plant (admitted only by a buzzer device). Mr. Lipson was tied up briefly and, when he saw the reporter, seemed not the least harrassed, despite repeated phone calls. He apologized for the interruptions and delay, citing agency meetings "and the latest Nielsens."

In a way Mr. Lipson's demeanor suggests the quiet aplomb of the late Frank Knox, former editor-publisher of the *Chicago Daily News*, who once apologetically told a caller, "You'll have to excuse my dashing in and out but I've just been appointed Secretary of the Navy by President Roosevelt."

As newly-appointed advertising director for three Curtis divisions (toiletries, Lentheric, beauty) and coordinator of agency activities, Mr. Lipson might be excused for any harassment over interruptions. The competition in cosmetics is stiff (with such rivals as Revlon, Alberto-Culver, etc.) and the pace is swift. But Mr. Lipson still maintains a quiet dignity and an even course that would be the envy of many another advertising chieftain.

Still Impressed ■ A Chicago agency executive and good friend described Mr. Lipson as "a real great guy—straightforward and honest, with the courage of candor. He may tell you he wants a blonde in a Curtis tv commercial; and if perhaps it should have been a brunette, Jack will be the first guy to admit he was wrong—to the agency and his superior." (The executive who spoke thereof is associated with an agency which in recent months lost a chunk of the Curtis business—but he had nothing but kind words for a friend.)

Mr. Lipson works closely with four agencies on all creative activities involving Curtis' nighttime and daytime network tv properties. He is responsible for administering an $8 million-plus advertising budget, about half in television, and heads the company's packaging and product publicity departments. Mr. Lipson reports to George Factor, vice president in charge of Curtis' toiletries (retail) division.

The appointment of Mr. Lipson as advertising director of the three divisions this past January implemented a policy shift at Curtis: the return, after nearly two years of short-term network participations, to network alternate or co-sponsorship. Curtis currently sponsors the daytime *As The World Turns* and *Edge of Night* and nighttime *To Tell the Truth* and has purchased *The Verdict Is Yours* and *Love of Life* for the summer months, all on CBS-TV, after completing a term on the now-canceled *Be Our Guest.* It's currently involved in negotiations for the 1960-61 season. (During calendar 1959, Curtis allocated an estimated $3.5 million in gross expenditures for network and spot tv and expects to enlarge its estimated $8 million advertising budget about 15% this year.)

Montreal to Chicago ■ If financial figures are not precisely identified with Mr. Lipson's early creativity this certainly was by virtue of his background in art. Jack Kessler Lipson was born in Montreal, Quebec, Canada (May 5, 1914), the son of Russian emigrants. His father emigrated from Russia after building up sufficient funds to help carry out a desire to see more of the world. Seeing the states seemed inevitable and the Lipsons settled in Chicago where young Jack attended Waller high school and Loyola U.

Showing artistic proclivities, the youth took a two-year course at Chicago's American Academy of Art, finishing in 1933. He joined Meyer Both & Co., famous for art people, and got into advertising as art director for Henry C. Lytton Sons for three years. He held a similar position with Mandel Bros., another Chicago department store, before enlisting in the Air Force in 1942. White at Scott Field (in Illinois), he was chosen among a group of instructors to teach radio operation.

CURTIS' LIPSON
Fast-paced, but quiet

After discharge in 1946, Mr. Lipson joined Curtis as art director, determined to reapply his education to advertising. He picked a growing cosmetics company, moving up the ladder to assistant advertising manager in charge of the beauty division in 1951 and later advertising manager for the three previously-mentioned divisions. Concomitant with his rise through the ranks, Curtis expanded and diversified its operation, adding various product lines (such as King's Men, Jules Montenier's Stopette and Lentheric Div. of Olin Mathieson Chemical Corp.). Expected sales for all domestic divisions in fiscal 1959 ending last Feb. 29: About $48 million.

Coordinator ■ Mr. Lipson coordinates Curtis activities with McCann-Erickson (Spray Net, Tempo hair spray, new products); Edward H. Weiss & Co. (Lanolin Discovery, Enden dandruff treatment shampoo, King's Men grooming aids, Stopette deodorant); Campbell-Mithun (Suave for men and women, Shampoo Plus Egg, etc.), and Altman-Stoller Co. (Lentheric fragrances, beauty division). He works with them on development of tv commercials and coordination of spot buys. Curtis is not now very active in radio (it has completed a 26-week cycle on the Godfrey radio show) but contemplates using the aural medium to test additional products in the future.

After abandoning "scatter buys" for a few years, during which Curtis' network tv expenditures and ad budget dropped substantially, the company feels it is again a part of what Mr. Lipson calls an "important and dynamic medium"—despite the complexity of the new network rate cards. Says Mr. Lipson with studied thoughtfulness: "It gives you important reach into many, many homes and to more consumers at what I feel is a very reasonable cost per thousand. It gives you faster results—when you've got a good show and a good commercial, it's talked about, and you get response."

Not a joiner, Mr. Lipson devotes his offtime to his family (his wife, the former Sara Ginsbergh, and two children, Mark 11 and Paula 5) and such hobbies as golfing, fishing and art, in which he claims to have produced no gratifying results. Says he modestly: "I have no patience with painting because of my appreciation for good art." His philosophy of work is that of deriving satisfaction from a job well done —whether "it's a television commercial or a print ad." The Lipsons live in Chicago's suburban Highland Park.

EDITORIALS

Bunk under a robe

IT'S about time to take a five-minute break in the Canon 35 controversy for a realistic review of some of the bunk emanating from legal sources.

Canon 35, as every newsman knows, is the American Bar Assn. doctrine that bans broadcast and photo coverage of court proceedings. It was spawned in an atmosphere of legal shame that followed the inability of the Lindbergh trial court to cope with the rabid pack of sensation-seeking newspaper and magazine reporters who covered the affair—a spectacle that was repeated in recent print-media coverage of the Finch case in California.

The other day Justice William O. Douglas, of the U.S. Supreme Court, parroted in the manner of a junior high school salutatorian many of the familiar bromides collected by those who oppose opening of the courts to the only media capable of depicting instantly and in an authentic way what actually happens in the courtroom. His remarks were delivered at the U. of Colorado Law School, a few miles from Denver, where the Colorado Supreme Court has abandoned Canon 35 to permit modern media coverage.

Justice Douglas offered all the trite arguments—prevention of a fair trial, increased tension on witnesses, arousing of community passions, ham-acting by judges and lawyers. He added a less familiar note. He said that if broadcasting were allowed to turn microphones and cameras loose in court, there would be created the danger of giving radio-tv station and newspaper owners influence over the judicial process. Chew that one for a while.

Unfortunately the aura of fairness draped by judges and lawyers around the outmoded rubric and forensic sham of court proceedings is hard to maintain. The cherished *stare decisis* (follow past decisions), the political amenities tied to many bench occupants and the hemstitched minutiae that befog many hours of the average trial are getting more protection from the legal profession than they deserve.

Even the U.S. Supreme Court frequently decides profound constitutional cases by a 5-4 vote, with one weary flip of a cerebral lobe shaping the course of history.

The plain truth is that many judges and lawyers dread honest exposure of legal stratagems to the public through electronic reporting. When radio-tv stations have a chance to show how unobtrusively and fairly they can cover trials, they provide a convincing argument for abandonment of Canon 35. The presence of electronic news facilities actually discourages judicial fakery, for the legal profession is quite aware that public exposure can amount to public awareness of courtroom deception.

Fly now; pay never

THE payola show on Capitol Hill has completed its run. There can be no valid argument against a legislative ban on commercial bribery, whether it be in payola or in the form of quiz-rigging. The imminent danger is that the overzealous Oversight Committee will attempt to go too far in its quest for remedial legislation—as did the FCC when it attempted a literal interpretation of Section 317 on sponsor identification.

The Oversight Committee can claim credit for ridding broadcasting of the payola and quiz-rigging. Those practices are practically non-existent as of now.

But there are other business practices in broadcasting, beyond the pale of the law and not properly the subject of legislation, that broadcasters themselves should correct. These are the free plug and the barter of time for services. An example was the payment by American Airlines of $7,000 to Dick Clark, ABC-TV's disc jockey, in return for mentions that the airline had furnished or arranged transportation of the Clark troupe.

Free credits of this character have been commonplace in network programming.

The time that Mr. Clark gave to American Airlines was not his to give. Nor was it the network's time (except for its owned-and-operated stations). It was the time of the affiliated stations of the network and was worth much more than the $7,000 paid by American.

Duplicate the American Airlines free-plug with those of the same and other airlines on the other networks. And the van lines, bus lines and other so-called "free" services. The figure becomes astronomical.

The networks are giving away the very commodity they are in business to sell. They are giving away affiliates' time to the chagrin of their business partners. They are hitchhiking unpaid "commercials," thereby tending to over-commercialize.

What Dick Clark did was part of a more or less accepted practice. As always, these ingrained practices are the most difficult to terminate. It makes good business sense to end this free-loading once and for all.

A late bloomer

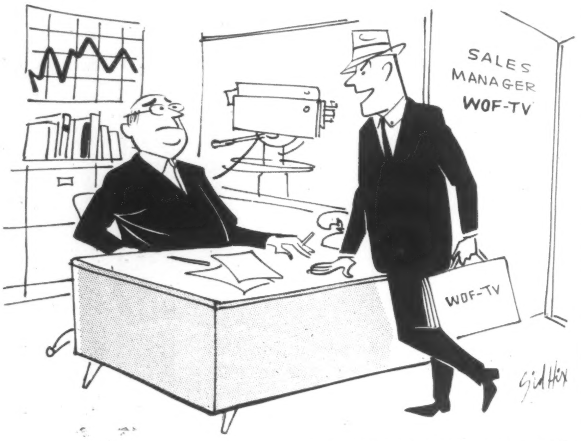
THE inevitability of a transformation of the present system of black and white television to color becomes more and more evident.

Studies like the one just completed in Cincinnati (see lead story this issue) provide compelling business reasons for the change.

Television advertising is more effective in color than in black and white. It attracts more attention and stamps itself more deeply in the memories of viewers. The commercial advantages of color must eventually become so obvious that all major television interests, in both broadcasting and manufacturing, will make the necessary investments to create a national color audience.

The conversion to color will be at least as big a job as the creation of the present 40-million-home system of black and white. It will be a bigger job than can be done by one manufacturer and one network and its affiliates. It seems to us that the economic incentives must begin soon to appeal to others who have so far concentrated their attentions on black and white.

Color is coming. It's just a matter of time.



Drawn for BROADCASTING by Sid Hix

"I'm tired of fooling with our two-bit local brewery . . . I'd like to move up to Schlitz!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.

Aren't you
glad you use
Kprc-TV!
Kprc-Tv
Kprc-Tv
HOUSTON
Edward Petry and Co. National Representatives
(don't you wish nobody else did?)

Courtesy of
Dial